

MULTISITE SYSTEM



COMMUNITY CHURCH

WHY MULTISITE?

The vision of One Community Church is to create environments where the unchurched love to attend, and where the church are fully engaged with God, outsiders and insiders. This extends to our multi-site strategy where we duplicate the OCC culture and DNA in other strategic locations. Our purpose remains the same at every campus.

REDEEMING SOULS
REBUILDING LIVES
RESHAPING COMMUNITIES
REPRODUCING LEADERS

"Going MultiSite is less about growing a church and more about reaching a community." - Jim Tomberlin

REASONS TO CONSIDER MULTISITE CHURCH	PASSION TO REACH NEW COMMUNITIES	Multisite gives the church an opportunity to reach communities in need where there is not a church similar to yours.
	YOU WILL REACH A YOUNGER GENERATION	The majority of attendees (62%) at a multi-site campus are 35 and younger.
	MORE PEOPLE INVOLVED IN EVANGELISM	People who live closer to a campus are 52% more likely to invite someone to church.
	MORE VOLUNTEER ENGAGEMENT	People are more likely to be involved in a church that is both closer to their home and has more opportunities for engagement.
	MORE LEADERSHIP DEVELOPMENT	Multisite gives you an opportunity to develop and deploy more leaders.
	ACCELERATED GROWTH	In the first 5 years a new campus will experience 170% more growth than an existing campus.

THE PLACE

**Are there people in the area with a connection to your church?
Is there a need in the community for a church like your church?
Are the demographics conducive to a church like your church?
Is the campus located in a growing community?**

CAMPUS TYPES - REACH VS RELIEF

REACH. A campus that is more than 15 miles from broadcast campus. The primary focus is to reach a new regional area that is not being heavily reached by the broadcast campus.

RELIEF. A campus that is less than 15 miles from broadcast campus. The focus of this campus is two-fold, to reach a new area and to relieve crowding pressure at the broadcast campus.

THE MODEL

**Sermon Delivery - Video, Live or Hybrid?
Decision Making - Autonomous or Central?
Financial Strategy**

THE TIME

A campus is ready to birth a new campus when they...

- Have multiple weekend services
- Are experiencing significant crowding in their prime service(s)
- Can financially absorb the loss of attendees to a new campus
- The main leadership for the new campus has been identified

**Ideal Times for starting a new campus
Beginning of the year, Easter, Fall (After school starts)**

THE PEOPLE

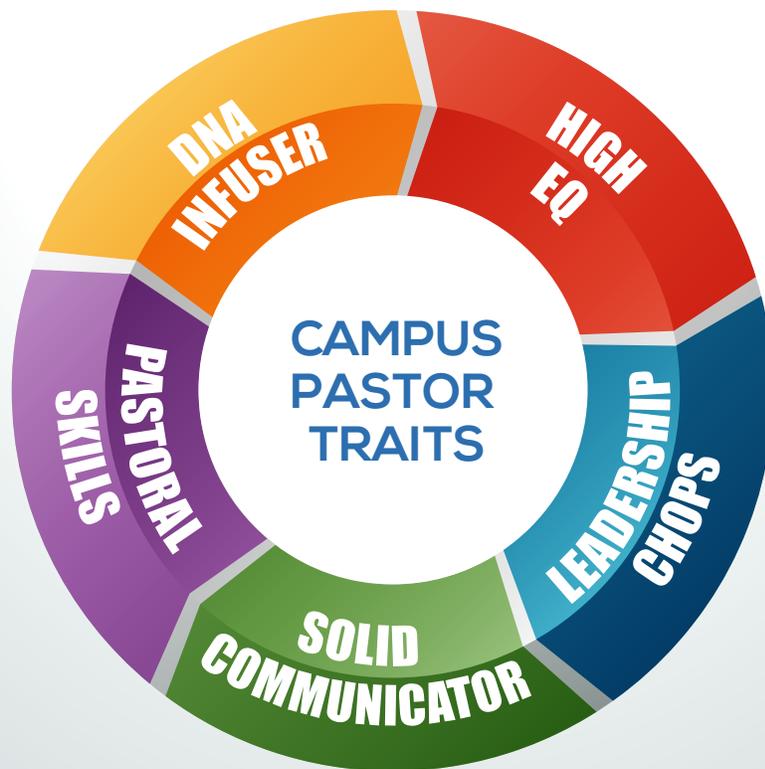
CAMPUS PASTOR

CORE TEAM

CORE LIFE GROUPS

CAMPUS LAUNCH TEAM

1. CAMPUS PASTOR



2. CORE TEAM



3. CORE LIFE GROUPS

Identify 6-8 Life Group Leaders to launch small groups strategically located in your target launch area.

4. CAMPUS LAUNCH TEAM

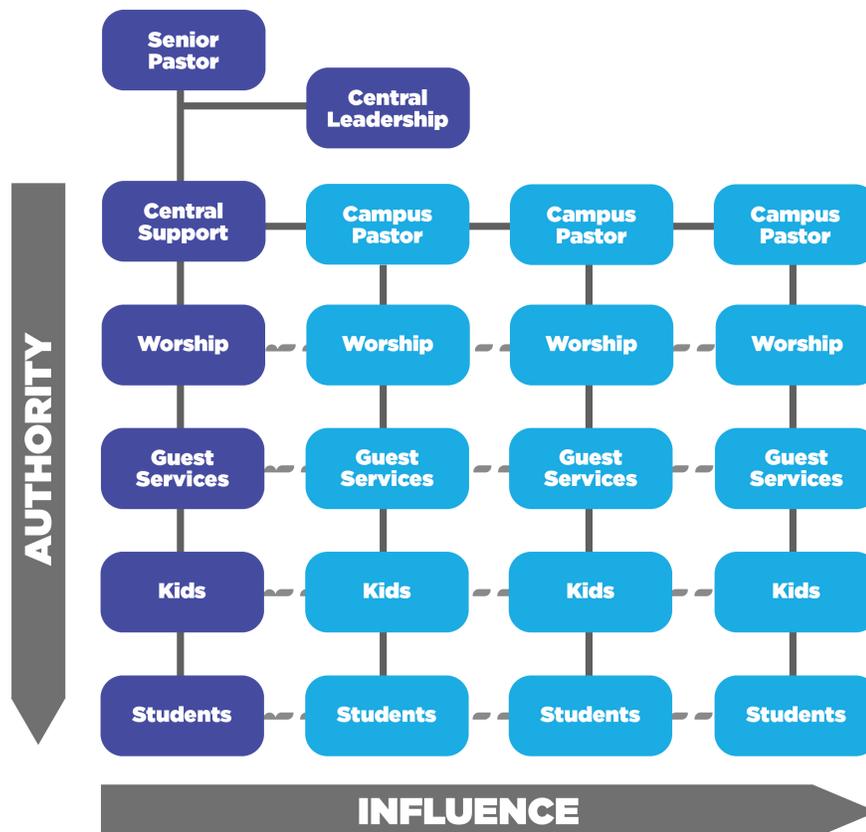
When we have 60-80 committed adults, we are ready for Campus Launch. Goal is to launch with 200-300 on day one. Preferable time from Core to Launch is 6 months.

DECISION MAKING & INTER-CAMPUS CONNECTIONS

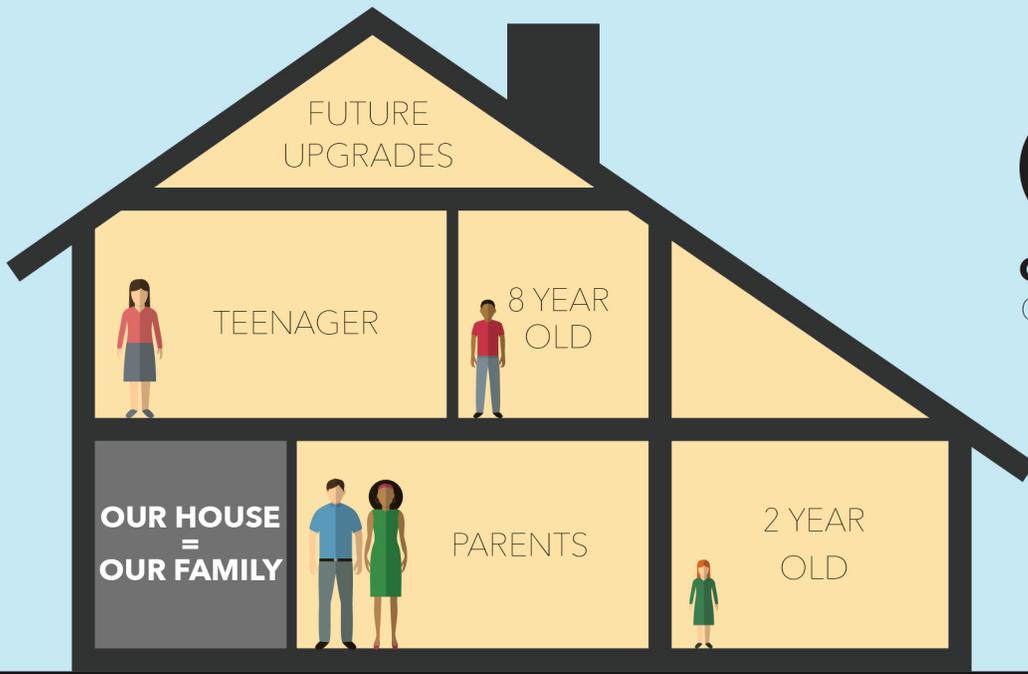


Effective mission delivery revolves around three “gears” in a successful multisite church.. **GUIDANCE** from a central leadership team, **SUPPORT** from a central support team, and **IMPLEMENTATION** by campus core team and leaders.

Most multisite churches go to a matrix-style organizational strategy that involves solid-line (**AUTHORITY**) and dotted-line (**INFLUENCE**) reporting structure between the campuses. Usually, campus pastors directly report (solid line) to the central leadership team. Eventually — if not immediately — the local site staff will directly report to the campus pastor (solid line) and be coached by the ministry specialist “champion” at the sending campus (dotted line).



“Great vision without great people is irrelevant.” - Jim Collins



CENTRAL TEAM

- FOCUSES ON WHAT/WHY
- ORGANIZATION
- MINISTRY DESIGN
- TRAINING & DEVELOPMENT
- MISSIONS
- ADMINISTRATIVE SUPPORT
- COMMUNICATIONS
- HUMAN RESOURCES

CAMPUS TEAM

- FOCUSES ON HOW
- PEOPLE DEVELOPMENT
- IMPLEMENT MINISTRY
- CONNECTION
- MOBILIZATION
- SHEPHERDING

THREE LEVELS OF RELATING

CORE DECISIONS

Making decisions that are global and effect all campuses

Set by Elders & Senior Leaders

COLLABORATING

Making decisions that involve implementing vision at a campus

Set by Cental & Campus Team

CONTEXTUAL

Making decisions that are unique to the campus

Set by Campus Leadership Team

1 CUSTOMIZE & ALIGN
Each campus has a personality, but they're all members of the same family. Determine what should be consistent across each campus and what should be campus customized.

CULTURE CONSISTENCY

2 CHAMPION ONE CHURCH
In what ways do you communicate the feeling that you are one church meeting in different locations? Prioritize celebrating what each location has in common above highlighting the campus-customized elements.

6 INTER-CAMPUS CONVERSATIONS
Pre-schedule meetings throughout the week & year with campus leaders, ministry leaders, etc. Alignment comes from regular & proactive conversations across all campuses and leaders.

3 FORECAST GROWING PAINS & CHALLENGES
Build methods and processes that are ready for the predictable challenges, as you move from 3 to 4 campuses, 7 to 8 campuses and 15 to 16 campuses. Build a simple system that helps you get a step ahead of the game.

7 AVOID MOTHER-SHIP PERCEPTION
Each campus plays a valuable and significant role in the mission of the church. Make sure a staff member from the communication team visits each site regularly and invests in relationships there.

4 EVERYTHING IS CONNECTED
Culture at one campus affects culture at every campus. Consider every decision through a matrix of contingencies before executing. How will this affect children? How will this affect finance? How will this affect outreach?

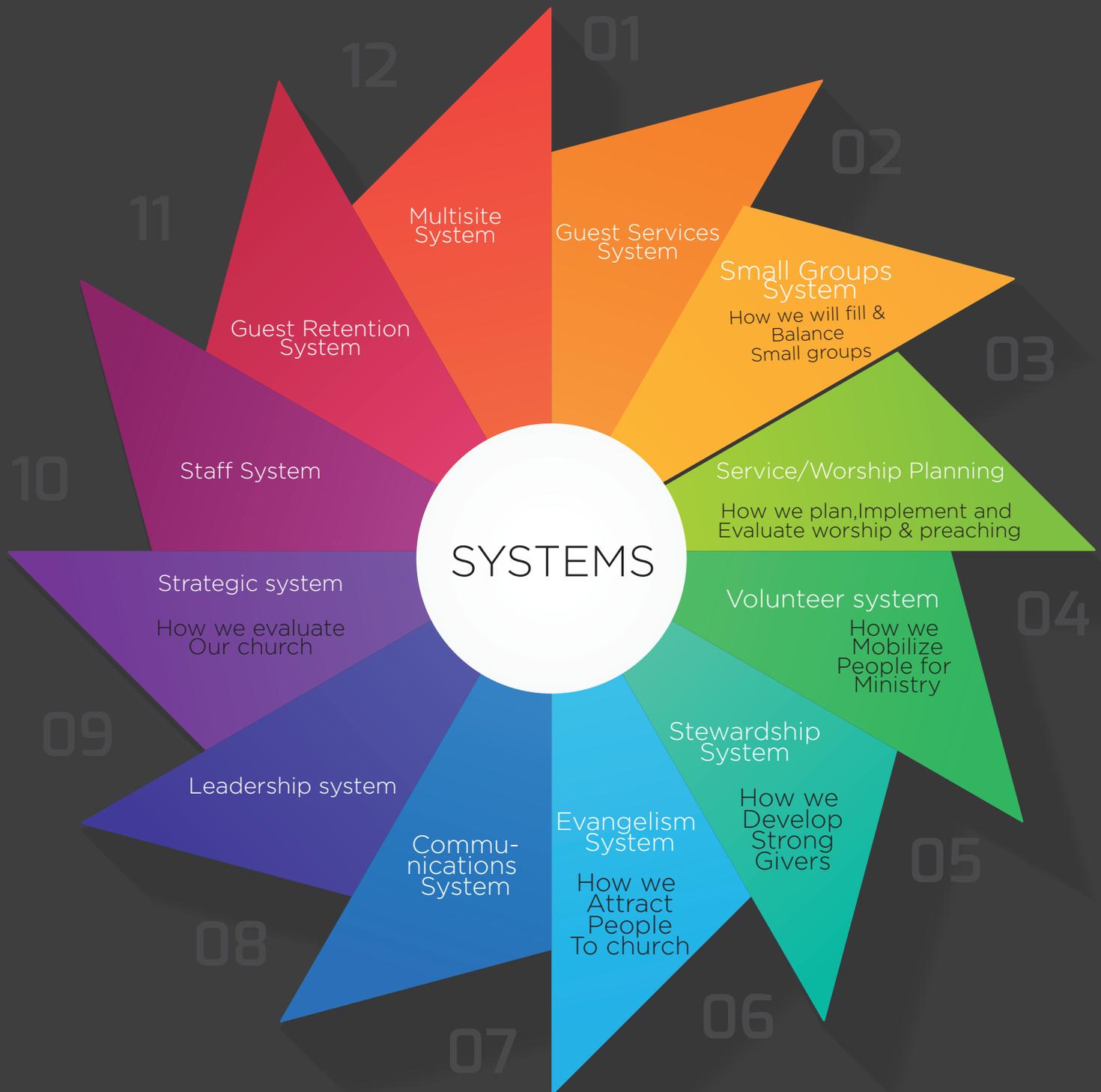
8 THINK REPLICATION
When a site makes a request to have a bulletin board, or sign, or other communication piece, ask, "Can we duplicate this?" This helps with what we mentioned in the first tip.

5 DETERMINE WHO MAKES DECISIONS
Make it clear for all team members who makes the final decisions for each campus. Disregarding this step will result in a lot of frustration down the road.

9 ASSIGN A CULTURE CHAMPION
Choose a leader who has fewer production responsibilities and have them focus on championing the values and culture of your church as a whole.

"Culture shapes the leadership, drives the ministry, influences member engagement and defines who we are."

CRITICAL SYSTEMS FOR A HEALTHY CAMPUS



Without effective systems, all decisions (big and small) rise to the top of the organization. - Tony Morgan



MULTISITE RED FLAGS

1

THE WRONG "WHY"

2

PREACHER PREFERENCES

3

**DIFFERENT
WORSHIP STYLES**

4

**INCONSISTENT
CULTURE & STRATEGY**

An aerial photograph of a city, likely New York City, showing a dense urban landscape with various buildings and a river. Overlaid on the image is a network of white lines connecting several glowing nodes. Four teal location pins are placed at different points in the city, each with a bright light effect. At the top center, the logo for 'ONE COMMUNITY CHURCH' is displayed. The logo consists of a black circle with a white cross inside, followed by the letters 'ONE' in a stylized red and black font, and 'COMMUNITY CHURCH' in a black sans-serif font below it.

ONE
COMMUNITY CHURCH