

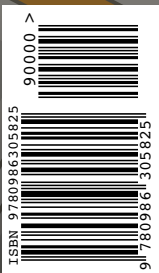
stuff you wish they taught in seminary



MULTISITE

TAKING YOUR CHURCH
TO THE PEOPLE

HELPFUL ARTICLES BY RICH BIRCH, TONY MORGAN,
GEOFF SURRATT & DAN REILAND



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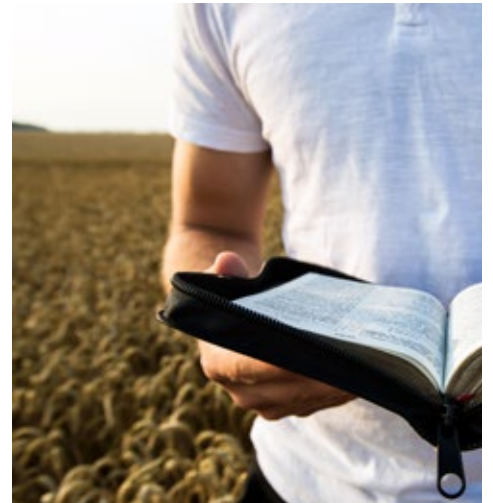
MULTIPLY IMPACT

Rich Birch
unSeminary

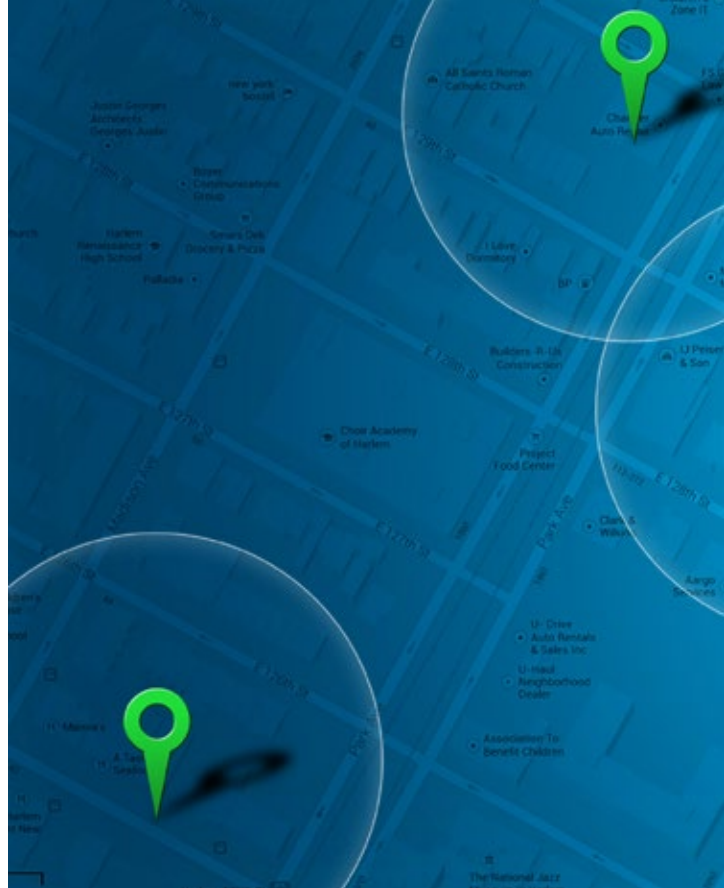
The multisite church movement continues to pick up momentum. It has been the single largest innovation in the local church since the "seeker church movement" of the 1980s. Every weekend millions of people in all kinds of churches are attending a multisite campus. I first started launching campuses in the early 2000s and if you would have told me at that point the impact this way of "doing" church would have spread this far I wouldn't have believed it!

In these pages are a collection of articles that I hope you will find encouraging and helpful as you think about how multisite impacts your church. I'm honored to have Tony Morgan, Geoff Surratt and Dan Reiland contribute great articles for this magazine. Each one of them is a multisite pioneer and it's privileged to have them write for unSeminary.

As we look to the future ... I want to encourage you to innovate at your church. What are you doing to multiply the impact you're having?



The [Leadership Newtork / Generis Multisite Scorecard](#) is a fascinating study that attempts to define the multisite church movement. Once again **Warren Bird does an amazing job pulling together data and interpreting it so we can understand what is happening around us.** As I read through the report I was struck by a number of learnings that I think every church can apply from the example of the churches in the study.



5 FACTS ABOUT MULTISITE CHURCHES THAT SHOULD IMPACT ALL CHURCHES

By Rich Birch

“MULTISITE CHURCHES GROW FASTER, HAVE MORE
LAY PARTICIPATION AND REACH MORE NEW
BELIEVERS THAN SINGLE-SITE CHURCHES.”

Leadership Network / Generis Multisite Scorecard.





87% OF CAMPUS PASTORS ARE FOUND INTERNALLY - TRAINED AND HIRED FROM WITHIN THE CHURCH.

Campus Pastors are a critical to the success of a growing multisite. It's striking to me that the vast majority of these team members come from within the church. When you think about adding new staff to your church do you first consider who is already a part of your church or do you look to bring in some outside hired help?

88% OF MULTISITE CHURCHES REPORT THE GOING MULTISITE INCREASED THE ROLE OF LAY PARTICIPATION.

I've seen from the inside of so many multisite churches ... it's an engine for mobilizing masses of volunteers to get involved in the mission of the church. If you aren't going to go multisite you need to find a way to mobilize masses of people into action. The question that growing churches ask isn't "how do we get this done with as few people as possible?" ... but they consistently ask "how do we mobilize more people into action? how do we create more spaces for more volunteers?"

68% OF MULTISITE CHURCHES STATED THEY HAVE A FORMAL LEADERSHIP DEVELOPMENT PROCESS.

At it's core it would appear that thriving multisite churches are leadership development machines ... they are able to find more volunteers and staff to lead their ever expanding ministries. Critical to this process is the ability to develop leaders. How is your church tackling the leadership development process? Is it written down? Does it have a leader and a budget? It's going to be need to formal to meet the need of reaching your community.



NEW CAMPUSES DO BETTER AT REACHING THE UNCHURCHED.

There is a bunch data in this study that talks about how new campuses do a better job of reaching people far from God than existing campuses. One of the advantages of multisite churches is they are both “new” and “old” at the same time. Able to gain the excitement and momentum of a new location while learning from the experience of campuses that have been around for a while. What “new” are you doing at your church? How are you leveraging what you’ve learned but putting into a “new vessel” to make greater impact? How are repeating and improving on what you’ve done in a way the helps you become more effective?

47% OF MULTISITE CHURCHES HAVE A CAMPUS IN A SMALL TOWN OR RURAL AREA.

The modern church growth movement focused a lot on suburban areas. Those areas saw huge growth in the second half of the 20th century when at the same time churches were planting and growing in the suburbs. However, there are still 60 million people in the United States that live in rural areas. [ref] I’m encouraged to see these churches looking for creative ways to reach out into these contexts. How can your church reach out to the rural communities in your part of the world?



DID YOU READ THE REPORT?
[[DOWNLOAD IT HERE](#)]

9 SIGNS YOU'RE NOT READY FOR MULTISITE



By Tony Morgan



News came out from the Leadership Network last week that there are now over 5,000 multisite churches in North America. That's really a staggering number. It points to the positive impact this strategy can have on healthy churches to reach more people for Jesus.

For good or bad, multisite is the trendy topic in church world. When something becomes trendy, there's a temptation to do it because "everyone" is doing it. What works for one church may not work for your church.

My fear is that churches may try to implement multisite too soon. Similar to building projects, multisite will help healthy churches reach more people faster. On the other hand for churches who aren't in a healthy position, multisite will help you get stuck faster. With that, here are...



1. You haven't clarified your vision and values. When that happens, the DNA of your ministry gets really mushy the farther you get from your top leadership.

2. You don't have a culture of leadership development. Because of that, there aren't enough strong leaders to launch the new location and fill the leadership vacuum at your original location. (Without a doubt, leadership is the key to success with multisite.)

3. You don't have a culture of leadership empowerment. When you start launching new campuses, you can no longer make every decision from your original campus.

4. You haven't replicated core systems. Think about every key next step people take at your church (i.e. membership, serving, groups, care, outreach, etc). You need healthy systems in place for each of those areas. Start by meeting at multiple times before you consider meeting at multiple locations.

5. You haven't been intentional about your communications strategy. You're still embracing the "fairness doctrine" where every ministry and event gets equal treatment, and that's creating lots of noise and fewer next steps.

6. You're not willing to embrace the tension between authority and influence. As you add campuses, allow authority to flow through the campus pastors and influence to come from your central ministry leaders (i.e. kid's, groups, student ministries, etc.).



#7 You're trying to find the right facility rather than the right location. The ideal facility in the wrong location will never gain momentum. The ideal location with an adequate facility will thrive.

#8 You fail to count the cost when it comes to time and money. Time is needed to identify leaders and build teams to engage ministry from day one. Money is needed to fund the launch and several months of ministry until the campus is self-sustaining.

#9 You haven't prayed and sought God's direction. I'm amazed at the doors God opens and closes when churches take the time to wait on God for direction then don't hesitate when he says, "Move."

[READ MORE BY TONY]



IS “MULTISITE CHURCH” THE LAST GOOD IDEA?

By Rich Birch



Blockbuster video was amazing in its prime. Just 10 years ago, they had 9,000 locations and over 60,000 employees. [ref] It made **renting a movie “simple and convenient” because they had so many locations.** We only had to drive across town to access hundreds of movies from a wide variety of categories. They purchased the naming rights to stadiums. It was a household name. **They won.** As late as 2008 they were exploring expansion through leveraging their brand and cash flow into other businesses.

By 2010 everything shifted. In March of that year, Blockbuster’s own auditing firm published a report saying they doubted the business would be able to continue operation because of shifting markets and an inability to respond. They filed for bankruptcy protection just a few

days later. By July they were delisted from the New York Stock Exchange. It all unraveled. Now they seem like a punch line to bad joke.

WHAT HAPPENED? The internet

People’s preferences for **how they consumed content changed subtly** at first but then exponentially grew. In particular, Netflix — a potent mixture of great marketing and fantastic execution — made movie watching simpler, more convenient and gave people a wider variety of choice.

From this side of the change, it’s hard to remember a time when Blockbuster was amazing. It’s difficult to recall when dropping in on a Friday night to pick up a movie was a national



Personally, I'm a fan of the multisite approach to doing church. I've spent the better part of 15 years launching new locations and helping other churches figure out how to do multisite in their context. **I've seen thousands of people's lives changed because churches took the risk to reach them.** I've seen it "work" in accelerating a church's growth and impact. I've seen it "work" in the lives of individuals who have been impacted.

I think Blockbuster is a cautionary tale for leaders like myself within the multisite church movement. **We can get too comfortable.** We can let our assumptions go unchecked. The rhythm of our campus launches can lull us into thinking that this approach will always be the approach.

pastime. **They had figured it out.** They designed a system and approach to meet the needs of the people they were serving. It worked well and it was successful.

WHAT DOES THIS HAVE TO DO WITH CHURCH LEADERSHIP?

The multisite church movement has figured out an unprecedented way to reach people and connect them to the local church. **We've perfected a way to "take church to the people" and make it easier for people to get plugged into the local church.** We've devised a systematic way of offering teaching and community that we spread from one location to another and it's changed the landscape of the Kingdom of God.

In the early days of the multisite movement it was amazing to sense the real risk in the air. **There was a sense that this might not work.** There were significant questions about whether it was possible to replicate experiences and communities like this. Have we lost that edge as a movement?

Where is the **next innovation** coming from in the broader church of Christ?

Who is taking risks today that might fail but have **the potential to impact millions of people?**

IT'S WORKING ... WELL.

Multisite churches **reach more unchurched people**, raise up more volunteers and release more leaders than any other type of church today. [\[ref\]](#)

Leaders from the "megachurch" movement — arguably the biggest concept in community impact before multisite churches came along — have **repeatedly praised the effectiveness of this approach.** [\[ref\]](#)

What started as a niche approach to ministry 15 years ago has blossomed to the point where **5 million people attend a multisite church every weekend** in North America. [\[ref\]](#)





Where is the [moonshot thinking](#) that **aims to make a 10x difference in our churches?**

IS "MULTISITE CHURCH" THE LAST GOOD IDEA?

Like Blockbuster, which was too slow to change to the market realities around it, churches need to pay attention to cultural changes happening around us. These realities are growing and may undermine the very foundation of what makes this approach to community impact "work".

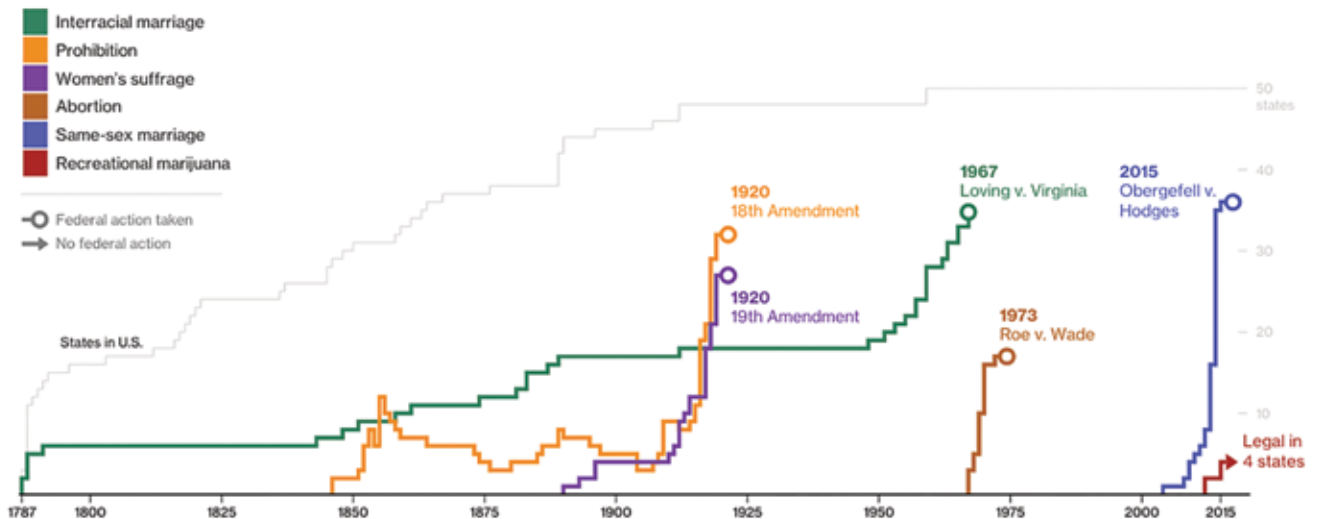
- **The fastest growing category of religious belief is people who identify as "none".** It's going to take more than a hipper approach to what we've always done to reach these people. Simply delivering what we do in a more effective manner isn't helping us turn the tides of this cultural reality. [\[ref\]](#)
- **People are driving less.** Is the idea of driving to church viable in a future when leaving your home and driving 15 minutes to the mall seems outmoded because of online shopping? [\[ref\]](#)
- **Half of all kids born in our country are born to single moms.** Core to so many multisite churches is a strong family ministry approach that assumes two parents and kids. Is it realistic to have stressed out and time poor single parents bring their kids to our churches? [\[ref\]](#)
- **Diversity is on the rise in every aspect of our culture.** The idea of a monolithic culture is a thing of that past. [\[ref\]](#) Even the idea of "pop music" that sounds all the same is a fading reality. [\[ref\]](#) In a world where diversity and uniqueness is celebrated, does the idea of taking a ministry model that "worked" in one area and spreading it across a region make sense?
- **Even the most committed people are attending church less.** My friend Carey Nieuwhof documents this well in a [series of posts](#) and a [podcast interview](#). Early indicators are that even people who love our churches and call them "home" show up less often. **Is there a future for "attractional" ministry when we're doing our best work ever and even the most committed people are attending less?**

Don't be fooled into thinking that these changes will slowly creep up on us. Social change comes in quick bursts, not long evolutionary arches. Look at this chart to **see how quickly society's views have changed on a number of significant issues**, as represented by reversals on bans by the courts over the past 200 years. [ref] The bottom line: Societal change can happen quickly and be widespread.



Tracking the Pace of Social Change

Number of states that have removed a ban, by year
(Prohibition shows the number of states that enacted)



This is good news for people like you and me in the “society change” business. **It shows that in a short period of time we can see widespread change across a large part of our culture.** The opposite is also true. Once cultural momentum reaches an inflection point, it can be a tough trend to turn around.

WHERE ARE THE CRAZY IDEAS THAT JUST MIGHT WORK?

In 2000, Blockbuster passed on an opportunity to purchase Netflix. It was seen as a crazy idea from the fringe that could never make the impact that Blockbuster needed. Within a decade, that small player brought down Blockbuster. Where are those **fringe ideas** in the church today that have the potential to **dwarf the impact of the multisite movement?**

The stakes for the church are so much higher than just some business. It's not quarterly earnings reports or stock prices on the line ... it's our need to reach the next generation. Our mandate as church leaders is to constantly look over the horizon to see what's next and to lead our people there. **What got us here won't get us there.** The moment we settle into a comfortable spot is the very moment that irrelevance and decline creeps in. We need to strain forward and find inventive, effective ways to reach people tomorrow.



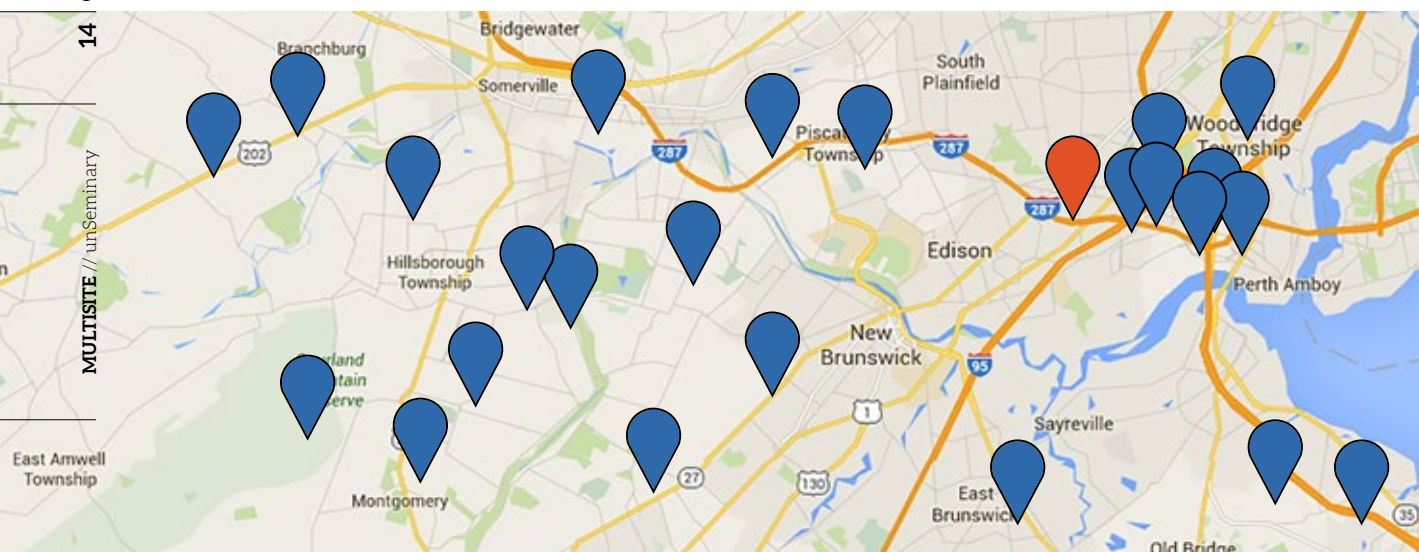
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DESIGN PICKLE



GEO-TARGETED MAPS FOR YOUR CHURCH: STEP-BY-STEP TUTORIAL

Posted by Rich Birch

Google Maps has a handy (AND FREE!) tool that you can use to import a spreadsheet of addresses onto a map for use at your church. Our brains are very good at picking out patterns and visualization of data like this can be a powerful tool for decision-making. It could be used by your church in a number of different ways:

Multisite // We regularly look at the shift patterns of where our attenders and guests are coming from to know where to put our next campuses. This is invaluable for us in the decision-making process.

Student Ministry // You could drop the addresses of all your students on a map to help your leaders see which students are closest to them.

Missions Trips // Get the addresses of various locations that you are visiting and share them with your potential participants. Because these maps are integrated with Google's StreetView, you can literally see exactly where you are going!

Facility Search // Maybe you are looking at new locations for campuses or your church plant. Drop all the potential new locations onto a map for people to explore!

For this tutorial I used a list of churches in New Jersey as the sample data. You can [download the spreadsheet here](#) and see [the map at this link](#).

STEP 1 // PREPARE YOUR SPREADSHEET

Using your favorite spreadsheet program, make a sheet with all the information that you'll need. Label the various columns whatever you'd like, but make sure everything is clear to you. In Step 6, you will pick a column to be the label for the "pins" that will be dropped on the map. Ensure that data is in one column now. My Maps limits the number of rows of data that you can import to just 2,000 ... which might be a problem if you want to import your entire church database.

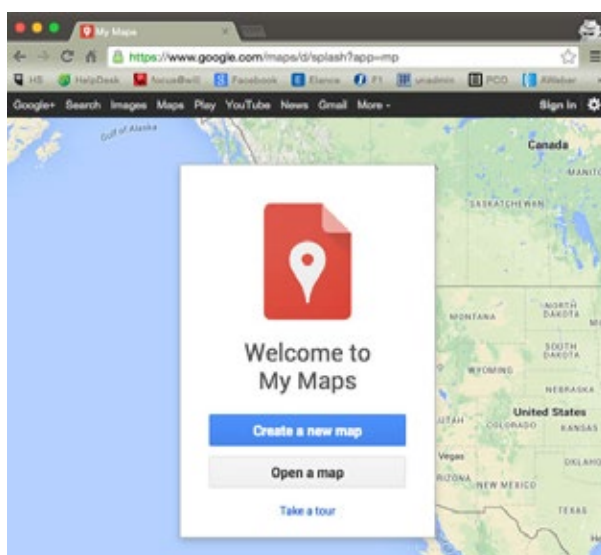
	A	B	C	D	E	F
1	Name	ADDRESS	CITY	STATE	ZIP CODE	PHONE NUMBER
2	Abundant Life Community Church	21 Cherry Tree Bend Rd	Port Murray	NJ	07865-4211	908893272
3	Abundant Life Family Worship	PO Box 870	New Brunsw	NJ	08903-0870	7325453897
4	Abundant Life Worship Ctr	390 Washington Ave	Nutley	NJ	07110-1603	9736674329
5	Agape Family Worship Ctr	PO Box 1623	Rahway	NJ	07065-7623	7326809800
6	Agape Worship Ctr	33 West St # 100	Bloomfield	NJ	07003-8907	9734291100
7	Alexandria First Presbyterian	141 Little Rock Mount Pleasant	Millford	NJ	08848-2157	9089964333
8	All Nations Mission Church	12 Shotts Rd # 110	Dayton	NJ	08810-1549	6093957055
9	All Saints Episcopal Church	150 Park Ave	Leonia	NJ	07405-2091	2013471233
10	Annandale Reformed Church	PO Box 176	Annandale	NJ	08801-0176	9087357218
11	Apostolic Christian Church	171 Pascack Rd	Woodcliff La	NJ	07677-7922	2013914577
12	Archdiocese Of Newark	PO Box 9500	Newark	NJ	07104-0500	9734974190
13	Assembly Of God	139 Franklin Ave	Wyckoff	NJ	07481-3484	2018911880
14	Baleville Congregational Chr	6 Church Rd	Newtown	NJ	07860-7095	9733834743
15	Bethany Church Wanaque	548 Wellington Cir	Wyckoff	NJ	07481-1333	9733486036
16	Bethany Evangelical Free Chr	30 Ashwood Ter	West Orange	NJ	07052-5902	9733251766
17	Bethany Presbyterian Church	293 W Pascack Ave	Bloomfield	NJ	07003-5500	9733388737
18	Bethel Central Church	1013 Virgil Ave	Ridgefield	NJ	07657-1601	2013451313
19	Bethlehem Presbyterian Church	2 Race St	Pittsford	NJ	08867-4220	9087355733
20	Brush Baptist Church	580 S 12th St # 584	Newark	NJ	07103-1896	9736424817
21	Bible Baptist Church	31 Pascack Ave	Hardwood NJ	NJ	07604-1399	2013894139
22	Bible Way Church Of Christ	20 Southard St	Pateron	NJ	07501-3127	9736849870
23	Bloomsbury Presbyterian Church	PO Box 96	Bloomsbury	NJ	08804-0096	9084794700
24	Body Of Christ Ministries	3 Hills Top Ct	Annandale	NJ	08801-3433	9084308831
25	Bogart Memorial Reformed Chr	Larch Ave & W Fort Lee Rd	Bogata	NJ	07603-0000	2014871029
26	Bogart Memorial Reformed Chr	W Ft Lee Rd & Larch	Bogata	NJ	07603-0000	2014871029
27	Branch Point Church	PO Box 5836	North Branch	NJ	08876-1305	9087070123
28	Broadside Baptist Church	1350 Broad St	Bloomfield	NJ	07003-3012	9733388534
29	C-U-M-A-Ce-C-M-O	223 Ellison St	Pateron	NJ	07505-0000	9737425518
30	Calvary Assembly Of God Church	242 Shungite Rd	Springfield	NJ	07081-2112	9734674600
31	Calvary Bible Church	PO Box 932	West Milford	NJ	07480-0932	9737283315
32	Calvary Bible Church	144 Reading Rd	Whitehouse	NJ	08889-3134	9085349445
33	Calvary Chapel Crossfields	PO Box 20	Painesboro	NJ	08536-0020	6092756668
34	Calvary Chapel North Jersey	145 Paulson Ave	Pascack	NJ	07055-4809	9734720433

STEP 2 // LOG INTO MY MAPS

You'll need a Google account for using My Maps. If you use Gmail, you already have an account that you can use. You will be presented with two options when you log in:

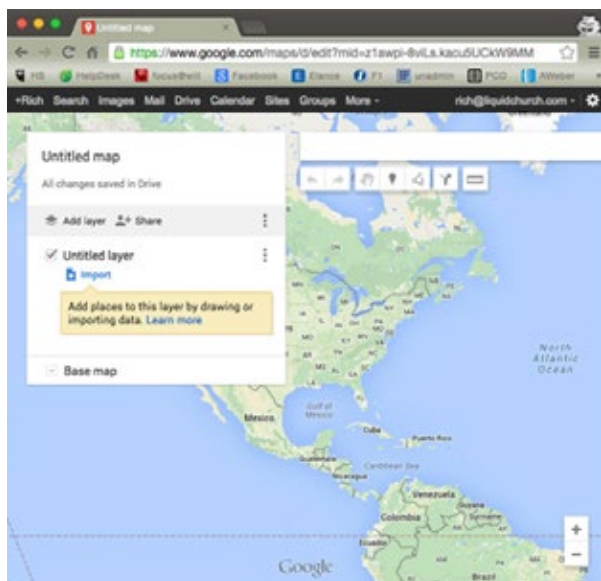
- Create a New Map // This gives you the ability to create a new map from a spreadsheet.
- Open a Map // This is where maps that you have already created are stored for future use and sharing.

Click on "Create a New Map" to advance to the next step!



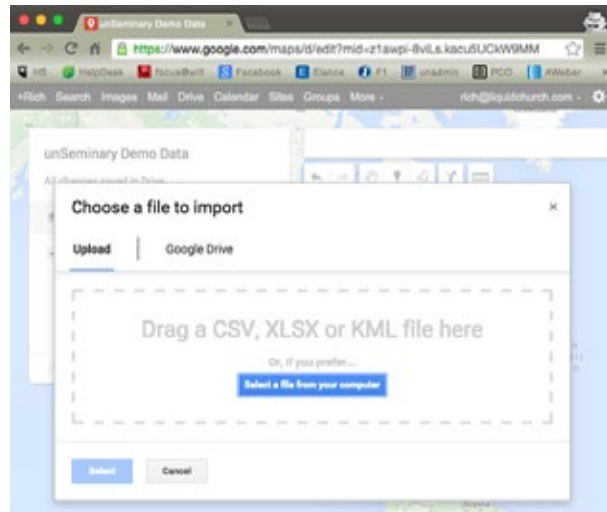
STEP 3 // NAME THE MAP

On the top left-hand corner of the map, there will be a dialogue box that reads "Untitled map" ... click on that to rename it something that will be easily understood by all users.



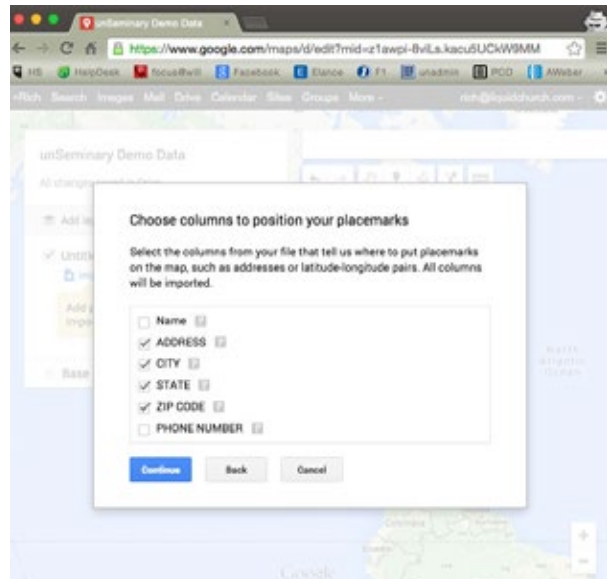
STEP 4 // IMPORT THE DATA

In the same dialogue box, you'll see a blue highlighted "Import" link. Click on that and you will be given the opportunity to upload your spreadsheet. (You can import CSV, TSV, KML, KMZ or XLSX files, as well as spreadsheets from Google Drive.)



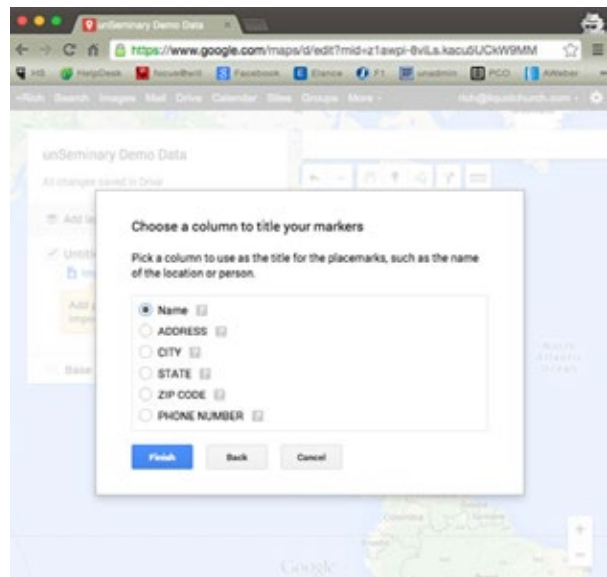
STEP 5 // SELECT THE LOCATION DATA TO MAP

The next window will show the top row from your spreadsheet as titles of the columns that you will use to place the data. In our example, we selected multiple columns (ADDRESS, CITY, STATE, ZIP CODE) because Google My Maps will use that data and combine them together to place the data on the map. The more information you provide, the more accurate the map will be. For example, if you just gave it city names, it would place all the pins with that city name in the center of town.



STEP 6 // TITLE YOUR MARKERS

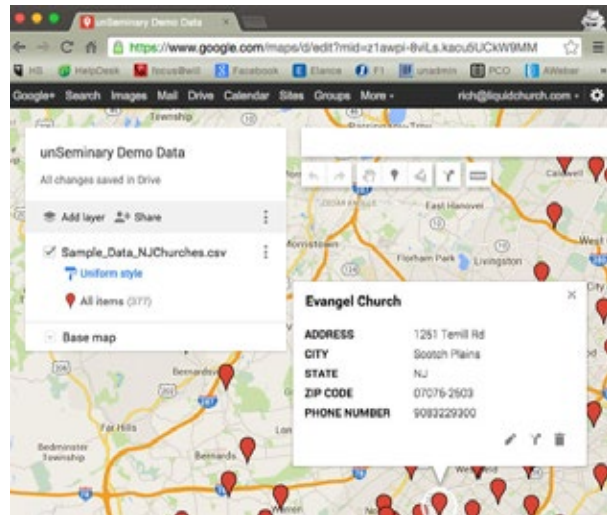
The last step is to pick a name for each of the pins. You will pick one column that will serve as the title for each of the corresponding rows. You can only pick one, so when you're making your spreadsheet, ensure that you have a column that would work well for what you're trying to show.



YOU ARE DONE! //

EXPOSURE YOUR DATA

You'll notice that the layer is renamed to the file name of the spreadsheet you've uploaded. When you click on any given pin, the information from the row in the spreadsheet is displayed ... even data that wasn't used as a title or a location marker.



OTHER FEATURES //

MORE HELPFUL STUFF YOU CAN USE!

Sharing // By clicking the "Share" button in the dialogue box, you can email the map to other people or generate a link for use on social media.

Change Pins // Scroll over the "All items" label and you'll see a little paint bucket. Click on that bucket to change the pins' color or logo.

Multiple Layers // Import more than one spreadsheet and you can compare various sets of data.

Measure Distance // At the top of the map there is a "ruler" icon. Use this tool to measure the distance between two points on the map. Handy for doing quick approximations of drive times!

Recently the most common question I get about multisite is, "What about Mars Hill?" (If you have been under a rock for the past six months this article in Christianity Today will bring you up to speed.) Is the demise of Mars Hill a sign of what is to come for other multisite churches like LifeChurch.tv, North Point and New Spring? Doesn't this prove the point that video teaching just stokes the egos of a talented speakers? Is this the beginning of the end for the megachurch movement in America?

First let me be clear that I have no inside information on Mars Hill. I have never met Mark Driscoll and I don't know any of the current leaders in the church. All of my knowledge is second-hand. The last thing I want to do is to sit in judgement on situations I have no business judging. Just because I might have an issue with a public ministry doesn't give me the right to bash that ministry in public, and I think the self-righteous attacks on Facebook and in blogs are disgraceful. I don't want to join that chorus.

IS **MARS HILL** THE BEGINNING OF THE END FOR MULTISITE CHURCHES?



By Geoff Surratt





Photo: Digico

The situation at Mars Hill is tragic and heart-breaking. A lot of really good people have been hurt, and the reputation of the Church is being dragged through the mud. I am praying that some great churches will emerge from the rubble that will reach people far from God and develop healthy disciples. My goal with this post isn't to pile on, my goal is to extrapolate lessons we can apply in our own churches. Here are my observations:

1. Any church, whether single site or multisite, built on the personality and gifting of one person is in a precarious position. While most growing churches have gifted identifiable leaders, the key is collaborative accountability surrounding the leader. One of the keys to moving

away from a church built on one personality is a teaching team. I believe every church, regardless the size, should develop a team of at least two or three weekend teachers. This is healthy for the lead pastor and healthy for the congregation.

2. The strength of the multisite model is in the local leadership at each campus. As John Maxwell has famously said, everything rises and falls on leadership. It seems that leadership at Mars Hill was centralized while local leaders were more "plug and play". A pure "franchise" model that de-emphasizes the role of the campus pastor will compromise the long-term strength of the church. Strong campus pastors create tension within the organization, but to

quote Andy Stanley this is a tension to be managed not a problem to be solved. By the way this is a tension North Point handles very well. While they follow a franchise model they also have very strong leaders as campus pastors.

3. Numeric growth is never the primary goal of a healthy church, numeric growth is the natural bi-product of a healthy church. According to the Christianity Today article numeric growth became the primary driver of ministry at Mars Hill. We fell into this trap for a time at Seacoast Church when we adopted a plan to launch 20 campuses by 2010. We recruited some great business minds who developed a "2010 Plan" which outlined the milestones we had to hit to accomplish our goal. Along the way we realized we were making decisions to keep the plan on track rather than responding to the leading of the Holy Spirit. We scuttled the plan after a year, returning to our main mission of growing healthy disciples.

4. Visionary leaders need the freedom to lead AND healthy accountability for their leadership. This is another tension that has to be managed; a tight church structure can prevent a strong leader from executing a God-given vision, and a loose church structure can enable an out-of-control leader. It seems that over the past few years Mars Hill has moved away from a healthy accountability to a structure without appropriate boundaries. The challenge is the pendulum usually swings too far in one direction or the other. This is why truly objective outside counsel is essential.

It is easy to extrapolate what has happened at Mars Hill onto the entire multisite movement, but it is an unfair comparison. Other multisite churches have had leadership transitions, some as sudden and unfortunate as Driscoll's, without the devastation Mars Hill has experienced. Healthy churches survive tragic circumstances, unhealthy churches implode. Rather than dwelling on the collapse of Mars Hill or predicting which megachurch will be the next to fail, we should focus on what God is teaching us in our own context. How can you help your own church be healthy?

[\[READ MORE BY GEOFF\]](#)



Photo: danreiland.com

5 TRAITS OF A GREAT CAMPUS PASTOR



By Dan Reiland

In the multi-site model, there is nothing more important than your selection of each campus pastor. With nine campus pastors, we've learned much about selecting the right person to step into that role.

Jim Tomberlin (Multi-Site Expert) reports there are 5,000+ churches in the US that use the multi-site model. This explosion has happened in the last 10 years. Compare this to only 1,650 mega churches in the US (2,000+ total attendance).

At 12Stone® Church we are fully engaged in multi-site ministry and currently have 9 campuses. This post is not written to inspire you to go multi-site, but if you are considering it, or deep in already... keep reading.

Beyond the baseline characteristics (a godly character, they love Jesus, are smart, have a strong work ethic, etc...), the following traits can make for a great campus pastor:

1. Team player // A great campus pastor is entrepreneurial, but can work within systems. This requires highly developed teamwork skills. It's like a "Franchise Entrepreneur" for Chick-fil-A. We don't need a new fast food chain, we need someone who believes in Chick-fil-A and wants to take new territory as a Chick-fil-A operator. (Don't get hung up on the word operator, the CFA operators are sharp business leaders!)

2. Leader who develops other leaders // Each campus pastor must be a leader who can and loves to recruit and train volunteers. The campus pastor needs the maturity to consistently repeat the practice of recruiting and training large numbers of volunteers, and the skills to develop other leaders to do the same.

3. Great with people and loves to shepherd // Strong natural people skills can't be overestimated. The ability to connect quickly with all kinds of people, love them and care about them is essential. A passion for evangelism is an important part of this mix. A great campus pastor doesn't "host a service" but goes into the community to reach people. They are fast thinkers but slow walkers, walking slowly through the crowd to be able to see needs and adapt quickly to each person in the moment.

4. Vision wins over passion to communicate

// Kevin Queen is the campus pastor of our largest campus next to our Central Campus. He is a gifted communicator and loves to teach, but his vision to reach more people is greater than his passion to communicate. In addition, some campus pastors may be vision creators, but that is not necessary. All campus pastors must be vision-carriers and able to cast the overall vision of the church.

5. Can transfer and replicate the culture //

The ability to embrace and transfer the original culture/DNA is one of the most sophisticated and necessary skills of a campus pastor. This is needed both on the platform during the worship service, and throughout the week. This involves honoring the leadership above and simultaneously being true and authentic to who you are.

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3 TOOLS EVERY CAMPUS PASTOR NEEDS

By Rich Birch



Core to every approach to multisite church are campus pastors. There are thousands of these local pastoral leaders enabling churches to reach more people faster than any other approach to church growth today. They are my heroes! I've had the privilege to see dozens of them up close over the last dozen years or so. Here are some tools that I think every campus pastor could benefit from using in their ministry:





AN ELEGANT WAY TO TAKE NOTES //

Core to every campus pastor's role is getting people connected to the church. If you are doing your job right, every weekend at your church you are having dozens of conversations with people that present opportunities for them to get plugged in. What do you do with all that information? How do you collect it in a way that's actionable? You need to take notes quickly and elegantly. Smartphones are still lousy for taking notes because you can't write that quickly in them, plus it looks like you are disengaging with people when you pull out your phone. The [Levenger Shirt Pocket Briefcase](#) is a great way to keep track of notes on a weekend ... a writing surface and place to store notes all in one. With every conversation, you make a follow-up reminder note about how you can help that person take his or her next step.

A SIMPLE WAY FOR PEOPLE TO CONNECT WITH YOU //

You only have so many hours in the week. Your team needs to connect with you about what's happening at the campus. You have guests who want to meet with you for a coffee. There is a couple in crisis who want to grab some time to talk about their marriage. Juggling all these requests for your time can be time consuming ... most campus pastors don't have a dedicated administrator to help with scheduling. Using a self-service calendaring tool like [Time Trade](#) can help people access your time and free you up from all the back and forth of finding a time that works. You define a series of "open slots" in your calendar and the tool looks and sees if you have availability during those times. People use a simple "self-serve" interface to find the time that works best for them. They can even reschedule if the time no longer works for you. Best of all, you can define multiple links ... one for phone calls, another for coffee meetings, a third for Sunday morning time slots ... each with its own presets. Using a tool like this puts people in the driver's seat for finding a time that works best for them, but it gives you control over defining when it would work for you.

SOMETHING TO DEAL WITH ALL THE EMAIL! //

Let's face it: you get a lot of emails. You have notes sent to you about the weekend services ... people are looking for answers to questions ... there never seems to be an end to it. Although it seems there are always tools on the horizon that will attempt to [reduce our dependence on email](#), we're all going to be using it as the core of what we do for communication for quite a while. [Boomerang for Gmail](#) is a handy tool that gives you the ability to remove an email from your inbox but have it return (or boomerang) at a time that works better for you. It also gives you the ability to return emails that no one has responded to ... or time delay when you want an email to be sent. It's a handy tool for pastors who are looking to stay on top of their email!





11 GUIDELINES FOR MULTISITE CENTRAL STAFF WHEN VISITING CAMPUSES

By Rich Birch

Recently I was talking with a church leader in a multisite church that broke my heart. This leader was reflecting on when their central services counterpart would come and visit their campus to “help”. “They just show and vomit all over our people ...” this leader said. Too much information just spewed all over his leaders and volunteers.

I’ve spent 10+ years in multisite churches working in various “central services” roles. Visiting campuses to provide help and insight in doing church “our way”. Over that time I’ve made hundreds of these sorts of visits. My heart sank when this leader described their central counterpart that way and it got me thinking about some guidelines for the way central staff need to conduct themselves when on these visits. Here are some ideas ...

You're not that big of a deal. // Really. The power dynamics are set up in a strange way to make people who come from the "central" team to appear like they are the "big-wigs coming from head office". Do everything you can to fight that perception. Be there to serve. Wear a volunteer t-shirt. Ask lots of questions. Be winsome in your communication.

Who before What // Take time to get to know the team at the campus. Before you jump in on the tasks that you have come to accomplish at the campus make sure to connect with the team members. Learn names and try to remember information about people from visit to visit.

Show Up Regularly // Make a regular effort to be a new location as often as you can. As you get to 3-4 campuses it becomes critical that you've developed the discipline to be at a new location every weekend to ensure that you are staying as connected as possible.

Give the inside track to what's coming next // As a member of the central team you often have a sense of what is coming up in the future of the church. Use these site visits as a chance to spread a bit of excitement about what's coming up in the life of the church. Think of one talking point to spread before you arrive!

Think Tools & Training // Every time you are on site you should be rolling out a new tool or helping with some training. Maybe you can spend some extra time with the team leaders working on a system that needs some support or you can help them with a new coaching tool for working with volunteers. Find ways to be helpful.



Affirm before Advice // Make sure to have your senses turned up looking for what is right at the campus you are visiting. Take time to point out what is working before you jump into giving them advice about what they can fix. Look for "positive variance ... how the campus is exceeding over the other locations and share that among the broader leadership team.

Have a mental check list // As much as you want to be relationally warm and open with people you need to have a clear sense of mission for your time at the campus. Make sure you've thought through what you want to see and who you want to connect with. Please don't have an clipboard with an actual checklist. If you need a reminder you could write out a few notes on an index card and put in your back pocket.

Connect with the Campus Pastor // Make sure you take time to connect with the Campus Pastor when you are "on site" at their location. Beyond the courtesy of acknowledging their local leadership they may have some items that they'd want you to look into during your visit. Provide Post-Sunday Feedback // Loop back with the local team to give them your feedback and comments as soon after your visit as possible. Make sure to give them insights in what you experienced that we're great as well as those things that need a little work on. Pick Your Battles // Stay focused on feedback that it's going to have the highest leverage of change in the campus. Nobody enjoys a laundry list of 25 things they need to change. If a campus has a long list of things that need to change ... visit more often. :)



7 REASONS WE CANCELED ALL OUR SERVICES AND TOOK 4,000+ TO THE BEACH

By Rich Birch



Last Sunday we canceled all 11 of our regular services at Liquid Church and asked people to join us at the Jersey Shore for one large service. It was an amazing Sunday as thousands of people from all our locations came together to celebrate what God has done through our church and talk about the future! A few of my personal highlights from *Liquid at the Shore* were:

Hearing thousands of people laughing in church ... our campus pastors did this totally goofy part of the service and I just loved hearing everyone enjoy it.

- Tim Lucas, our lead pastor, did a superb job casting vision for the future of our church. It

was great to see people respond to the clarified vision that we've been working on as a leadership team for the last few months.

- Watching my wife lead the charge at her campus and help dozens of people get baptized in huge rolling waves in the ocean!

- Liquid at the Shore was a significant undertaking from a time and finances perspective. Why would we bother to take a risk on this? Here are some reasons that an "all under one roof" event is strategically important for multisite churches:



Vision Matters // Every once in a while it's important for a church to put a stake in the ground and clearly articulate why it exists. Although we do that from time to time in our normal services, rallying our community under one roof accentuates what God is calling us to do.

Experiences Count // In a world of increasing "virtual and digital" engagement, we need to give our community experiences that aren't replicated online. Although we believe that people can be reached and grow online, there seems to be an imperative in the New Testament to continue to meet together. [ref] Friendship at its core is just shared experience and Liquid at the Shore was packed full with common experiences for our community to enjoy together. Our hope is those common experiences will encourage even more friendships to form and deepen.

Momentum Maker // It's been three years since we've done an "all under one roof" service. We had nearly three times as many people participate than we had at the last one. Events like this serve as signposts in the life and growth a church. It's a pause to take stock of what God is doing. When you serve week in and week out at a campus, you can miss the larger story God is writing. Pulling everyone together gives us all a visual reminder of what God is doing!

Social Media Fodder // Days like this are built for sharing. So much of what happened was begging for people to share on various social media channels. We had hundreds of people sharing quotes from Tim's message ... or photos of the magician in the service ... or video from our Campus Pastors dancing on stage. In a social media world we need to think about events like this from an shareability point of view.



It's a Stretch // If we always do what we've always done, we'll always get what we already got. The act of working together to pull off an event like this forces our teams to think in new ways. It breaks us out of the monotony of the weekly routine of leading at a church. It helps us think differently about what we do. Our hope is that innovation will be spurred as we look at our ministry in a new way.

Church is Fun // Since the gospel is good news, the church should be good at throwing parties! Celebration is a lost spiritual discipline. Events like this force us to exercise our celebration muscles. Joy is a strategic tool in the midst of a

cynical world. It points towards the inner reality of what God has done in our lives. Having fun is a strategic priority for churches who want to make an impact.

Jesus Loves Jersey // We're passionate about reaching New Jersey. He's placed us in the middle of the most densely populated state in the country and he's calling us to reach out to other communities. Our hope is that people from this part of the state will connect with our church in the coming years. Literally taking the church to this region began developing relationships there that we're asking God to use as a bridge to reaching people.





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