Budget and Plan for Re-launching

COURTS OF PRAISE MINISTRIES

Now THRIVE CHURCH

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***The Overall Plan***

After surveying some friends in the area, talking with Bishop Birt and the C.O.P congregation, I have come to the conclusion that Courts of Praise will need to “reinvent” itself in order to be a viable congregation to the South Richmond Area. Proverbs 22:1 tells us that, “A good name is to be chosen over great riches and silver (Kevin’s paraphrase).” The name of the church has suffered due to a high pastoral turnover rate, a lack of focus on the unchurched and weird “charismatic” practices that have alienated the community.

Bishop Birt has helped the congregation understand that they are in the “death” phase of the life cycle of a church. As in planning S-Curves, another curve toward reinvention will help the church move back toward a new cycle.

This will take several changes. The first would be a name change for the church. The name of the church would be changed to strategically fit the “feel” and community of Chesterfield/Chester/South Richmond. The name change would do a variety of things for the congregation:

* They would have a new identity within themselves.
* They would feel free to experiment, change and be open to new methods of ministry.
* They could re-introduce themselves to the surrounding community with a “Grand Opening.” This Grand Opening would be preceded by an OPEN HOUSE for the community, couple with a night of vision. The Grand Opening would best be served at the Bellwood Church’s next anniversary this fall. This will help bring the tradition of 63 years of history and the new “life” to the church.
* They could brand themselves to surrounding community and create a new reputation to the growing areas of Chesterfield/ Iron Bridge/Chester.

NOTE: BUDGET HAS BEEN REMOVED. TOTAL RELAUNCH WAS AROUND 10,000.00

**The Sequential Plan and Budget for 2012**

**Phase 1: Name Change**

***Months of FOCUS: June & July 2012***

The first phase will involve introducing a social media presence, a strong online presence with an attractive website, new signage for the church and branding. The majority of the cost will be for the website, media computer (also will serve as my work laptop), upgrade for new media for worship experience and the signage.

* **New Facebook Page**:
* **New Website**: We need a website so people can connect with us online. We will go with Clover because of the lack of budget. Clover sites is a tremendous website company that I can use to make it one of the sharpest websites in our area. They have Google Analytics. You can upload video, audio and direct link to podcasts.
* **New Pastor/Media Computer :** The computers at the church are not built to handle graphics and media in the amount that we will need to bring that area up to relevance. The Well provided me a computer to work from and the church uses for media.

**WORSHIP MEDIA SOFTWARE**: **New Signage for the Church**:

-New sign for the road to replace Courts of Praise Ministries Sign.

-Sign to go over the awning.

-Sign to show service times, etc.

* **New Informational Material for Guests and Members:**

Banners to direct to kids ministries: (100.00)

Guest Information Brochures: (100.00)

***Phase 2: Modification of Sanctuary***

***Months of June/July***

This will be minimal, but we will have to make changes so when new people or people come back they can see a change to the sanctuary in order to see that we have changed. We will work toward to creating a relevant and excellent layout for the current sanctuary.

**Repaint Back Wall of Stage Black**: Our stage and sanctuary looks weird with 3 black walls and one white one. We need to repaint it.

**SPANDEX SHAPES**: We would want to purchase 2 pieces of spandex shapes with LED lights for the sanctuary. We would look at replacing the wooden cross with a spandex cross that lights up beautifully.

2- 5x8 Spandex Shapes:

5 LED Lights to Reflect off of Spandex:

**Steam clean all the seats**: The seats were very dirty. We would need to rent a few steam cleaners or borrow them and clean the seats.

**Replant flowers**: Plant new, bright beautiful flowers out front.

Tidy the sanctuary up and make it look more “together.”

**Carpet or Paint the rest of the floor in the sanctuary**:

***Phase 3: Setting Ministry Teams in Place (July/August)***

No budget necessary. Coaching necessary from Conference Leadership Council.

Wednesday Nights we will focus on prayer and planning. I will be sharing about the 8 systems and our plan for renewal. We will be dealing with what makes a healthy culture and how to make the most out of a re-launch.

I will take time to “place people on the wall.” We will do gifts surveys, DISC personality profiles and talent surveys.

***Phase 4: Grand Opening/Reinvention (October 1, 2012)***

-Fall of 2012 the church will need to work toward an Official Grand Opening. We had 208 at a launch/grand opening service for The Well in FL. We worked the same type of plan.

* Google Adwords:
* Boostability: SEO
* Facebook Ads:
* Door Hangers:
* TellStart Phone Service:
* Invite Cards:
* Back to School Bash at a local Elementary School:

**Sequential Plan by Phase:**

**Phase 1: Name Change, Connecting with Members and Preparing for Change**

**June-July 2012**

1. Move Sunday Worship Experiences toward relevance and excellence slowly. Get to “each other.”

2. Wednesdays will be built for prayer, eating together and talking about what makes a great church. Looking at ministries and what is needed. Talking about why their families are not coming and what we can do to reach families and the community.

3. Plan what our “structure” will be for Sundays, Wednesdays, youth, children and worship.

4. Settle on a name, mission and core values.

*Why are we doing this?*

-Build a strong relationship between Pastoral Team of Kevin and Dianna, and the church.

-Build a structure so we can handle new families as they come in.

-Develop buy-in to the vision, name and plan.

-Introduce the “Nehemiah” Strategy of A.H.O.D “ALL HANDS ON DECK.” Find out who people are and how they can plug into the vision (Wednesday Nights).

**Phase 2: Modification of Sanctuary**

**June-July 2012**

1. Paint back wall black (used to be black, just the small part) so we can use nice, beautiful LED lighting on stage.

2. Build some “sound proof” boxes to place on the back wall to help with sound.

3. Set up a different set up for projection system.

4. Clean up sanctuary and move any un-needed items.

5. Replant new flowers and shrubs.

6. Paint or find a way to carpet the “tennis court” in the sanctuary.

7. Steam clean the seats and reset the seats to be closer to stage.

8. Survey and upgrade children’s rooms for kids ministries.

***Why Do We Need to Do This?***

*-When we change the name and signage, we also have make the outside attractive while changing things in the inside. People who used to come or who are on the fringe will ask, “Have they really changed?” By seeing a makeover they will see that the members of C.O.P have turned the corner.*

*-We need to raise to a new level of excellence so high caliber guests will stay.*

*-This will create a chance for us all to work together, build community and gain momentum/excitement for a Grand Opening in September/October.*

**Phase 3: Setting Ministry Teams in Place**

**July/August**

1. Identify M.T.L’s who help Pastor Kevin lead the church. Ministry Team Leaders lead a certain ministry and help structure the church for terrific pastoral care and growth.

2. Wednesdays- Look at the 8 Systems of a Healthy Church by Nelson Searcy.

3. Work on Guest Services as a church.

4. Have Bishop Birt come in and talk/train on this subject.

*Why do we need to do this?*

-We can’t plan for guests if we don’t have the proper structure to help minister to them.

-We can’t market and promote if we are not ready for families on Sunday mornings.

-People will ask, “What do you offer me and my family?” We will work on setting ministries up for this.

**Phase 4: Grand Opening**

1. Plan an “Open House” and “Vision Night” for our friends, family and community.

2. Plan a Back to School bash for the community. Look at partnering with a local elementary school for this event.

3. Plan and promote for the GRAND OPENING of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ church. This will be on or near the 63rd anniversary of Bellwood P.H Church. We will plan to honor the past as we move into the present.

*Why do we need to do this?*

-A Grand Opening gives you a “launching” point for momentum and creates a buzz for the new name.

-People are open to a “new church.”

-Give us a great excuse to invite friends and family! They will come ☺

-An Open House and Back to School Bash will create a “buzz” in the community about our church.

**Goals and Milestones:**

1. Gather a core of 50+ before the launch in September.

2. Plug everyone possible into ministry teams.

3. Have 125 people for our Re-Launch in September.

4. Have a totally revamped church website, facebook page and twitter account.

5. Have a renovated church sanctuary.

6. By December 2012, the finances to increase monthly by 15-20% by month.

**Accountability Measures for Funds Distributed by Redemption Ministries**

1. Every Phase will have a completed checklist with price attached to be sent to Redemption Ministries.

2. Conference Board will be able to SEE the tangible results of each phase. For example, the website, google ads, facebook and changes to sanctuary can be noticed.

3. Goals of #’s will be attached for Open House, Back to School Bash and Grand Opening. These goals will be established with the help of Bishop Dayton Birt.

4. The Conference Board will be able to review phase by phase to see results.

5. This will culminate with being able to meet with the Conference Board to follow up on funds that are distributed.