

REACHING MICHIGAN WORKSHOP: Recruiting Planting Participants

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Identifying Potential Sponsoring Churches

- 1. Identify the Plant Location
- 2. Identify the Major Community Types in the Area – and narrow focus to one major type and dominant lifestyle segment.
- 3. Run a Missional Zipcode Catalogue on that zipcode with the dominant lifestyle segment
- 4. Identify the Zipcodes where this dominant lifestyle is dominant in your state.
- 5. Identify churches in those zipcodes – begin with those closest to the area.



Planter / Sponsoring Church Relationship ?

5a

Church Plant

- Kaleo Church
- Lansing, MI

- 227 N. Capitol Ave.
Lansing, MI 48933

- Working Community – 40%
- Urban Community – 40%
- Aspiring Community – 12%

5b

Sponsoring Church

- Discover Life Church
- Lansing, MI

- 1000 Lincoln Ave
Lansing, MI 48910

- Working Community – 75%
- Urban Community – 13%
- Mainstay Community – 4%



Identifying Potential Sponsoring Churches

- **First Baptist Church**
- 60820 Marjorie Ann St
- South Lyon, MI 48178
- 200+ in worship
- Rob Freshour, Pastor
- A06-Small-town Success
- B06-Successful Suburbia
- B03-Urban Commuter Families
- A03-White Collar Suburbia



5c

- **Suggestions:**
 - Upscale Communities -- 69%
 - Mainstay Communities – 24%
 - Working Communities – 4%



Matching Church Plants to Planters

- 1. Identify the Plant Location
- 2. Identify the Major Community Types in the Area – and narrow focus to one major type and dominant lifestyle segment.
- 3. Run a Missional Zipcode Catalogue on that zipcode with the dominant lifestyle segment
- 4. Interview the church planter:
 - Did you grow up in a similar cultural context?
 - Have you ever served in a similar cultural context?
 - Provide a Missional Zipcode Digest – ask how they would endeavor to build relationships with lost people in order to create intentional witnessing opportunities

Matching Planters to Potential Mission Sites

- 1. Interview the church planter:
 - Describe the cultural context where you grew up?
 - In which cultural contexts have you served?
 - Ask about their current family situation (lifecycle, age of children, etc.)
- 2. Based on interview look through the Mission Site reports to identify potential locations for church plant
- 3. Provide the church planter with copies of the Mission Site DIGEST for 3-5 locations and ask them to pray about it
- 4. In consultation with the planter, help them to choose a mission site for their new church plant

Core Group Development

- 1. Evaluate each person already in the core group in terms of which community type of which they are a part
- 2. Get to know them – where do they work, what hobbies to they have, where do they live, what do they do in their spare time, *what connections to the community do they have?*
- 3. Compile your results from everyone in the existing core group. Based on the emerging profile:
 - Who can they best reach?
 - How are they connected to the community now?
 - Which community type is the best one for the church plant to focus on? Which lifestyle segments? What are the possible connections?

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