

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 ?

• Church Plant

- Proposed Church
- Battle Creek, MI

- 5899 Morgan Road East
- Battle Creek, MI 49037

- Working Community – 57%
- Urban Community – 24%
- Upscale Community – 7%

5a

• Sponsoring Church

- Harper Creek Church ??
- Battle Creek, MI

- 13222 Beadle Lake Rd.
Battle Creek, MI 49014

- Working Community – 38%
- Upscale Community – 32%
- Aspiring Community – 17%

5b

Identifying Potential Sponsoring Churches

- **Bethel Baptist Church**
- 1605 Silverbrook Ave
- Niles, MI 49120
- 55+ in worship
- Randy Pearman, Pastor
- F01-Steadfast Conservatives
- D04-Small-city Endeavors
- H02-Minority Metro Communities
- Suggestions:
 - Working Communities -- 75%
 - Urban Communities – 15%
 - Aspiring Communities – 5%

5c



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 do 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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