

REACHING MICHIGAN WORKSHOP: Recruiting Planting Participants

Dr. Curt Watke

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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

5b

• Church Plant

- Redemption Church
- Eastpointe, MI

- 21801 Beaconsfield Ave
Eastpointe, MI 48021

- Working Community – 53%
- Upscale Community – 22%
- Mainstay Community – 12%

• Sponsoring Church ??

- Cornerstone Church
- Roseville, MI

- 17017 E. 12 Mile Road
Roseville, MI 48066

- Working Community – 71%
- Upscale Community – 15%
- Mainstay Community – 5%



5c

Identifying Potential Sponsoring Churches

- **Eastside Community Church**
- 20225 Beaconfield
- Harper Woods, MI 48225
- 40+ in worship
- Mathew Vroman, Pastor
- F01-Steadfast Conservatives
- H02-Minority Metro Communities
- B03-Urban Commuter Families
- Suggestions:
 - Working Communities -- 31%
 - Aspiring Communities – 26%
 - Upscale Communities – 17%



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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