

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

Church Plant

- Open Door
- Owosso, MI

- 701 South Chestnut Street
- Owosso, MI 48867

- Working Community – 54%
- Upscale Community – 14%
- Country Community – 12%

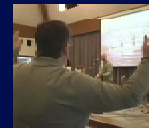
5b

Sponsoring Church

- Westside Church
- Flushing, MI

- 5090 Pasadena Avenue Flushing, MI 48433

- Working Community – 29%
- Urban Community – 28%
- Aspiring Community – 24%



Identifying Potential Sponsoring Churches

5c

- **North End Baptist Church**
- 7360 North Clio Road
- Mt. Morris, MI 48430
- 100+ in worship
- Dr. Ted Stephens, Pastor
- F01-Steadfast Conservatives
- H02-Minority Metro Communities
- J03-Struggling City Centers
- Suggestions:

- Working Communities -- 37%
- Aspiring Communities – 19%
- Urban Communities – 18%



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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