



**UNLOCKING THE POTENTIAL OF THE LOCAL
CHURCH AND ITS PASTOR:
Retooling. Rebranding. Releasing”
- Ephesians 4:11-13**

BISHOP DON SHELBY
CHURCH PLANTING

Your brand is your reputation. Branding positions you and makes you relevant to the culture. Churches must be willing to make a strong assessment into “what’s working” and, “what’s not working” and be willing to make necessary changes without compromising its mission.

Ministry and Passion go hand in hand. Whenever you identify what your passionate about, you will then discover your Kingdom Assignment.

Introduction

Church planting has become popular in the 21st Century. I believe that before you consider opening another church, you should be proven faithful with the first one. The mentality in church planting should never be - “keep planting until you succeed” but it should be “succeed, and then plant”. This is

important because if you are extending your vision (multiple locations) then you must create a base (Apostolic Team) to build from. Without a strong base, it will be very difficult to build/maintain a ministry.

Substantive Outline

There are many factors in planting/opening a new church. An accurate assessment of church planting potential is essential in a field where much is at stake; whether it's the health of a church planter's family, identifying the right planter or planting at the right time in the right place. Unless you really like pain and frustration, you do not want to attempt to plant a church without being equipped, gifted and specifically called by God to do so!

I. Major Components to planting/opening a new church

A. Unity

- The Vision must be shared with others (I recommend doing ministry as a team.)
- Church planting is difficult. Ministry is difficult. Doing ministry as a Lone Ranger is difficult is a old paradigm. Ministry model is Ecclesiastes 4:2 "Two are better than one, they have a greater return for their labor."

B. Structure

- Government (Order/Honor/Dignity)
- Glory (Spirit/Miracles)

- Gold (Resources/Finances)

C. Growth

- Increase from God
- I Cor. 3:6 “I have planted, Apollos watered: but God gave the increase”
- Therefore, seek Ye first the Kingdom of God and all these things shall be added unto you.” Matt 6:33

II. Types of Church Plants

A. Extended Church Plants

- “1 Church - 2 locations”

B. New Church Plants

- Apostolic oversight and Prophetic Direction

III. Three things to consider before planting a church

1. Location

A. Consider places where God has given you local knowledge and relationships. Most likely, these will come from experience in the area. Don't automatically discount your hometown or city where you've spent significant time because parachuting into a city where you have no history or no relationships can be very challenging. When it comes to choosing your location it's imperative that you follow the leading of the Holy Spirit. There are times when God calls a planter to go into an unfamiliar city with no relationships and no prior knowledge and they are able to succeed. There are a few who are especially gifted for this challenge (see, Paul the Apostle) but we should open our eyes wide before we jump. It's imperative that you are prepared to do the hard, slow work of

preparing the soil while building a social network and gaining knowledge of the local culture.

2. Patience

A. Planters should be prepared to invest years in their new city before seeing significant fruit.

3. Finances from Mother Church/Partners

Possible Barriers or Constraints

I. Finances

II. Health

- A. Physical
- B. Mental

III. Territorial Strongholds

- A. Jealousy
- B. Culture / Environment

IV. Family

- A. Support
- B. Challenges