



## Sample Opening Day Expectations

*The picture of what our worship gatherings will look & feel like*

### Table of Contents

- Our Prayerful Expectations ..... 2**
- How They’ll Hear ..... 2**
- Approaching the Facility ..... 2**
- Inside the Facility ..... 3**
- Dropping Off the Kids ..... 3**
- The Worship Gathering ..... 4**
- After the Gathering ..... 5**
- The Teams We’ll Need ..... 6**
- Creating Community ..... 6**
- The Equipment We’ll Need ..... 7**

# Our Prayerful Expectations

The first public worship gathering (Grand Opening) will be on: **Saturday, February 19, 2022**

We are praying and preparing for a total attendance of: **350**

For that to be a possibility, we'll pray and work to grow a Launch Team of at least: **75 adults**

By Grand Opening, we prayerfully expect to have **100 adults** actively participating in Connect Groups *in our target community*.

Within 3 months of Launch we prayerfully expect to have an average weekly attendance of: **175** Within 3 months of Launch we prayerfully expect to have **67%** of that attendance participating in Connect Groups.

We are praying and preparing to hit the 200 average attendance mark on: **Saturday, February 18, 2023**

## How They'll Hear

Personal invitation is still the best way for someone to be introduced to our church. Here is how we'll empower and equip our team to invite family, friends and coworkers to Grand Opening:

We'll have regular trainings during launch team meetings on how to invite friends, how to initiate conversations, relational mapping exercise, etc. We'll print up full-color invite cards (business card size) and have them available at every launch team gathering. Our preview services will be billed as "invite only" so that we're on the hook to make them happen. We'll start practicing our visitor followup process early in the fall so that everyone will know how their friends will be treated when they come.

Here are the other ways we'll get the word out to the broader community:

We'll have an active & increasing social media presence over the winter leading into the launch. We'll discover & maximize mass media that are proven to be effective in our area (postcards, door hangers, etc). In the last 2 weeks leading up to the Grand Opening, we will blitzkrieg the community with our branding and invitation from every direction.

## Approaching the Facility

The facility we'll use for our worship gatherings will be: 12th Street Church, Washington, DC

We're finalizing arguments with 12th Street Church. We will rent the church facility for use on sabbath mornings and mid-week. The church is prominent in our community, close to public transportation and there is parking.

We'll launch with **1 worship** gatherings because:

We want to create critical mass and momentum. The facility accommodates a large crowd and we'd rather grow to 2 services than risk losing momentum by cutting back from 2 to 1. We'll put out directional street signs

on: Saturday mornings by 9am  
We'll strategically put signs at:

The two entrances to the church parking lot, and at the 3 biggest nearby intersections:

Our parking lot will be obvious because:  
We'll have those huge 10-foot-plus flag banners on either side of the driveway entrance.

Once parked, the two front entrances to the facility will be obvious because:

We'll have another flag banner and 2'x3' A-frame sign pointing to the entrance and another A-frame at the door. At any point along the route, guests will be able to see at least 1 flag so they know they're headed in the right direction.

## Inside the Facility

Once they make it through the main entrance, they'll see:

Inside the exterior doors is a small lobby. We'll have coffee and refreshments out at a station marked by an 8-foot rollup banner. There will be a staffed questions/info table also marked by an 8-foot rollup. In between the sets of door going into the sanctuary we'll have an extra wide 8-foot rollup banner with directional arrows to the children's area, the bathrooms, and the main gathering.

The atmosphere we'll create is:

We want an atmosphere that's like a coffee shop. We'll play coffee house-style music and make sure the temperature and lighting support the theme.

The dress of the average person who comes will be:

We've noticed that most people at school functions, local coffee shops, etc. aren't formally dressed. So we'll encourage our team to dress 'normally' for our area. That probably means no suits and no sweatpants, but somewhere in between.

We'll put out these kinds of refreshments:

We'll have good coffee. Parents here are very organic/health conscious, so we'll put out snacks that are appealing to kids but not junk food - fresh fruits, etc.

Our greeters will be trained to:

We'll recruit greeters with strong emotional intelligence that will greet people the way they want to be greeted - whether that's a big bear hug or a simple head nod. Extroverts and introverts have a way of broadcasting their interaction comfort level. The info table staff will intentionally make eye contact with anyone/everyone that walks by, but only offer, "Let me know if I can answer a question for you." Our greeters will be trained not to stop and talk to their friends during their shift - friends will understand that the greeters are there for new people.

# Dropping Off the Kids

Finding the children's ministry area will be easy because:

The aforementioned sign points down a short hallway where we'll have a check-in station/table that's impossible to miss.

We'll use the following process to check kids in:

We'll use our church management software's built-in check-in system with tablets and thermal printers, but we'll have paper forms on clipboards as backup in case the tech fails or we just have too many new people standing in line.

We'll use the following process to register new families on their first visit:

We actually want every new family to fill out a brief emergency card so we know how to get ahold of them if the unthinkable happens. If the line is short, the check-in helpers will punch them into the system right then and there. Otherwise, they'll handwrite matching nametags from a blank roll and get the info into the system later. Every time an emergency contact card is turned in (new family), we will hand them a 'welcome to kids ministry' packet.

We'll have children's ministry options for grades/ages:

Junior high starts in 6<sup>th</sup> grade around here, so we'll have classes through 5<sup>th</sup> grade on Sundays: nursery, toddlers/PreK, K-1, and 2-5.

If we have more than one service, children's ministry will run during: n/a Our classroom lessons will be:

We'll use video-based curriculum so that our teachers have minimal prep time and maximum relationship building time with the kids.

# The Worship Gathering

The entrance to the worship gathering space will be obvious because: the big sign between the sets of doors

We'll use the following kind of handout(s):

We hate bulletins but know we need response cards and some basic information about the church to put in their hands. We'll work with our graphics designer to come up with a creative design solution to meet those requirements.

If they're early, here's what they'll experience before the worship gatherings starts:

Coffeehouse-style music in the lobby with people milling around drinking coffee, the music will be slightly louder in the sanctuary and we'll have a countdown timer on the screen.

We'll begin the worship gathering with:

We'll kick off our gatherings with one song, followed by a welcome by the campus pastor, followed by another song or 2.

Our worship gatherings will typically include:  
Singing, sermon, offering, prayer

The atmosphere of our worship gathering(s) will be:

Environment affects people, so we'll be intentional about creating a sacred space. We'll design sets and stage decorations matching teaching series, keep the lights up at the beginning & end but lower them during communion & response times.

The music we choose will be like:

Our musical style will be similar to Dave Matthews, John Mayer, Jack Johnson & Colbi Callait: lead by acoustic guitar with minimal band and a background vocalist. These are the artists that are popular among our target audience, the kind that get played at local coffeehouses.

Here's how we'll collect offerings:

We'll have our hosts/ushers pass those velvet offering bags with the wooden handles after a brief explanation and inspiration from the platform.

Here's how we'll make Bibles available:

One of the first things the preacher will say every week at the beginning of the teaching time is, "If you'd like a Bible, we encourage you to download the free Bible app using this link (on the screen), our ushers will be glad to hand you a free paper Bible if you raise your hand.

The preaching style will be:

The pre-recorded message will be shared on the screen.

Friendly and accessible. People in our community are well-educated so we don't need to dumb anything down, but we will intentionally avoid 'christianese' insider language. We also will avoid assumptions like, "You know the story about Moses..." (because people we're trying to reach won't know) or, "Remember when you were in Sabbath School as a kid..." (because they weren't). Messages and all the other elements will be focused on one Big Idea (based on book by same name) so that people won't be bombarded with dozens of competing messages and calls to action.

We'll be very intentional about getting contact information from guests by:

We'll introduce the response card early in the service, plug it once during the teaching time, and at the beginning of the offering meditation encourage everyone to complete it to put it in the bags when they are passed.

We'll close each gathering with:

How to take next steps on the Big Idea and an invitation to come back the following Sabbath.

## After the Gathering

We'll host the following relational events with staff:

Once a month we'll host Pizza with the Pastor, an event where new people can come to get to know the staff and ask any questions they have.

Parents will claim their kids by:

We will politely and lovingly insist that kids cannot be released from their classrooms without the parent claim ticket that was printed out when the child was checked in. Our teachers and kids ministry staff will be trained on tactfully explaining the necessity of keeping our children's area a safe place for the kids.

Using their contact information, we'll follow up with each guest family by:

We'll mail a postcard addressed to each kid who is PreK or older. We'll send a handwritten thank you note to parents of babies & toddlers.

Our first intro class will be offered on: **The 3<sup>rd</sup> Sabbath after launch**. Our first membership class will be offered on: **2 Sabbaths after that**. Sermon recordings will be made available:

We'll get the sermons on our website/podcast midweek.

## The Teams We'll Need

We'll have the following teams fully functioning on Launch Sunday:

- |                            |   |
|----------------------------|---|
| ◇ Children's Ministry Team | ◇ Tech/AV Team                          |
| ◇ Worship Team             | ◇ Host/Hospitality                      |
| ◇ Setup/Teardown           | ◇ Finance Team (offering counters, etc) |
| ◇ Greeting Team            | ◇ Admin Team                            |
| ◇ Communications Team      | ◇ Signage Team                          |
| ◇ [Other]                  | ◇ [Other]                               |
| ◇ [Other]                  | ◇ [Other]                               |

# Creating Community

Here's how we'll use Small Groups at our church:

Connect Groups are our primary environment for discipleship. They will be semester-based and follow up on the Big Idea from each Sabbath.

We'll use affinity-based Connect Groups to address ministry for: Our youth

## **The Equipment We'll Need**

The cost/quality of the initial equipment package will be:

We'll spend about \$50,000 on an integrated equipment and updating of church facility. We'll choose equipment that is on the upper end of middle-of-the-road. People in our community aren't extravagant or into appearances, but there's an expectation of quality in the things they buy.

Here's how the equipment gets stored:

We will store our equipment on site in a designated location.