

The CEO Church Launch Plan 2017

“A Kingdom Builders of God Ministry”



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Purpose of This Document:

To identify a clear vision and strategy for launching The CEO Church in Sugar Land, TX.

To identify detailed actions required to achieve this vision and to yield a high impact, high quality startup at minimum cost. The plan is intended to be flexible and adaptable as God leads us, and is not intended to be a fixed, unchanging document.

To provide a clear and concise written plan that will enable participants in the project to understand their roles and responsibilities in support of the vision. This plan is intended to be a guide that empowers, energizes, and aligns participants in joyful service.

To provide a clear set of expectations to which the CEO Church Leadership Team and other partners can assess and monitor the progress and effectiveness of this project. The plan identifies specific measureable expectations.

I. Introduction

Why “The CEO Church”?

The CEO Church understand the depth of Christ being the center of the Church and of our life.

Throughout scripture we find Jesus leading His disciples through a world that had no direction into a place of love kindness and fulfilled hope, and it is our duty of CEO Church to fulfill that mission thru:

- **Identifying self-identity**
- **Developing Action Plans**
- **Strengthen Relationships**

The CEO Church’s main focus is to be Disciples of Christ, “Reaching past the pews”

Kingdom Partnership

A Kingdom Partnership is more than attendance and more than membership. We will partner together to live out our faith in visible ways. We will be serious about sanctification, adamant about discipleship, and passionate about the gospel. **Together, we hope to reach the city and not just plant a church** (*see Appendix 1 for a sample Covenant*).

God has created within us a desire to see The CEO Church planted in the Sugar Land and surrounding areas. In response to God’s calling, the leadership of The CEO Church is committed to starting in the Spring of 2017.

The CEO Church has adopted a multi-faceted church planting strategy. One dimension of this strategy is to plant the church in one of the fastest growing regions of Texas. Under this model, proven practices from existing church models are adopted and used. Resources, including staff, facilities and equipment are shared from supporting churches. The result can be a higher quality launch that reaches more people in a cost effective way.

II. Target

While understanding that CEO Church will naturally attract people in a similar life stage of the leadership, our target audience will be determined by one's religious experiences rather than their age, income, or ethnicity. We are aware that 30-40% of 18-29 year olds have no religion and/or understanding of God in comparison to 5-10% in the previous generation. The following is a list of indicators of a potential target:

- Has never or rarely attended church throughout their life
- Grew up in church but now views church as irrelevant to their lives
- Has a desire for God but no desire for religion
- Searching for spiritual answers
- Seeking a community focused on biblical depth
- Has bitterness towards religion and/or God due to a bad church experience
- Christian skeptics

See Appendix 2 for more details on Target including a demographic study

III. The DNA of The CEO Church

Philosophy

Every church has its own unique identity, a DNA. Our understanding of God and Scripture shapes our philosophy and practicality of our ministry. This philosophy is Scriptural and transformative in nature (to both the saved and the unsaved) and brings a perspective of the Kingdom of God (saved) and the opportunity to experience the Kingdom of God (unsaved).

At The CEO Church, we desire an incarnational model of ministry rather than an attractional model. Instead of ministering on the basis of people coming to us, we prefer to take ministry to the people. Our focus is on depth rather than width.

Our philosophy has led us to the conclusion that the church is not made up of a building or a weekly gathering of people, but by being the body of Christ through sharing life together. We desire to create a diverse culture of small groups with the understanding of our inability to do life alone.

Mission

To teach a generation about the executive authority in their lives given by the guidance of the Holy Spirit.

Vision

To enrich the perception, the self-image, and reality of how we live, see ourselves, and execute the order of our life.

Core Values

Authentic Community - Our desire is that we would be sensitive to the needs of others, have relationships built on openness, accountability, spiritual growth and intentional transparency. This type of community is seen in the life of Jesus as well as the early church as they did life together. *E.g. Small Groups, Helps Ministry. (Acts 2:42)*

Christian Spirituality - Our objective is to know the Truth and represent it in life and practice. Both the church and our lives should be shaped not by experience but by the divine Word of God. *E.g. accountability, mentoring, church discipline. (John 14:15, I John 2:3-6)*

Do/ Love/ Serve/ Mercy - Not only serving our church but extending that service to our community. We believe that you are more like Jesus when you are serving. Our prayer is to see as He sees and to love how He loves. *E.g. service projects, community events, justice causes.*

Missional Living - It is our intention to allow the Scriptures to guide our understanding and involvement in the mission of God. We seek to discover what accomplishing the great commission in today's culture looks like, hoping to engage the lost with the beauty and power of the gospel both locally and globally. We believe that where we work, learn, play, and live are not by chance but by the will of God. We seek to be an intentional witness in every aspect of life.

Beliefs

Statement of Faith

As family of The CEO Church; we believe with all lowliness and meekness, with longsuffering, forbearing one another in love; enduring to keep the unity of the Spirit in the bond of peace. [There is] one body, and one Spirit, even as ye are called in one hope of your calling.

We Believe, One Lord, one faith, one baptism, One God and Father of all, who [is] above all, and through all, and in you all. But unto every one of us is given grace according to the measure of the gift of Christ.

We Believe, He gave some, Apostles; and some, Prophets; and some, Evangelists; and some, Pastors and Teachers; For the perfecting of the saints, for the work of the ministry, for the edifying of the body of Christ: Till we all come in the unity of the faith, and of the knowledge of the Son of God, unto a perfect man, unto the measure of the stature of the fullness of Christ:

We Believe, Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you, Amen.

IV. Governing Principles and Considerations

Throughout The CEO Church, the following principles and considerations will help guide and influence our planning and decision-making:

Prayer: We recognize the power and absolute necessity of seeking God's direction at every stage of this process. Proverbs 16:9 says, *"In his heart a man plans his course, but the Lord determines his steps."* We will make prayer a priority. Prayer is a direct line to the Father and we realize that prayer must be a priority for our Church as well as our personal lives.

God's Provision: We trust and believe that God will do immeasurably more in the greater Dallas/Arlington/Fort Worth area of Texas than we could ever ask or imagine. Our commitment is to put our trust and faith in God alone and not in our planning and efforts. Our focus is to help build people and rely on God to build the church.

Our Purpose: Research has shown that Church Planting provides one of the most effective means of reaching the lost. In all of our planning and strategic alignment, we will stay focused on our purpose to glorify God through lives being changed by the Gospel. Additionally, we will strive to help all of our people at The CEO Church to value and appreciate the importance of church planting, and to experience first hand the excitement of seeing God at work doing miraculous things.

Faith: A new church launch challenges us to step out in faith beyond our current comfort levels. God's blessing and provision in our lives and in our individual ministries have been abundant. In response, we need to take big steps of faith. In Matthew 25: 14-30, Jesus told the parable of the talents. The servants who were entrusted with much were faithful and thus were blessed with even more. We recognize God's blessing on The CEO Church and we will strive to be faithful with the abundance He has poured out on us.

Relationships: Establishing, building and nurturing relationships with God, with one another, and with the community will take priority in all we do. We are committed to love each other (1 Corinthians 13), not to a product or process.

Planning: Planning is the means to an end, not the end. We will always seek first to be lead by God without being constrained by our plans. We will use planning as a tool to help us join God in what He is doing and to accomplish what He is calling us to do. Planning will help us coordinate our limited resources to move us from where we are to where God wants us to be. Our plans will serve as a guide to help focus our efforts and will be updated to reflect where God is leading us.

V. Executive Summary

The Leadership team of The CEO Church will consist of full-time, part-time and volunteer staff. Key lay people will also give strategic leadership and systems development to support the vision from a volunteer status.

The CEO Church is expected to be fully self-supporting within three years after launch. During these three years, there will be a slow transition of dependence upon outside resources toward internal resources generated through member's tithes and offerings.

A goal of the launch plan is to establish attendance and critical mass by leveraging strengths, resources, and existing practices of The CEO Church. People will be drawn to The CEO Church through one-on-one relationships with our family.

VI. Roles and Responsibilities of Individuals, Support Teams, and Partners

The successful launch requires that numerous individuals and groups work together for the common good of the project. This section identifies these individuals and groups, including a brief description of their responsibilities.

Lead Teaching Pastor: This Pastor's primary responsibility is to lead as the Biblical "Shepherd" of the church. He will oversee a "Team Led" staff that will support and effectively live out the model and desires of The CEO Church. Doing this will give people the ability to become equippers versus doers.

Creative Arts Pastor: this Pastor will oversee the element of communicating the vision, the message, and the heart of The CEO Church. Through creative venues and marketing strategies he will help us effectively reach people in creative ways. Worship and multi-media will fall under his umbrella of leadership.

Logistics and Family Pastor: this Pastor will be responsible for overseeing day-to-day operations and performance. These responsibilities include long and short term planning, training volunteers for effective service and quality, efficiency and effectiveness of operations. He will also oversee adolescent development in regards to Children's and a future Student Ministry. He will counsel and support The CEO Church in implementing the Launch Plan.

Community Pastor: This Pastor will serve The CEO Church by implementing the steps to becoming a true Biblical community within the church through the means of small groups and family events. As we seek to be incarnational, he will also provide venues of love and service to our "physical" community as we hope to show them the love and beauty of Christ and his gospel.

Children's Ministry Leader: With young families being a primary target, this role will be critical in the success of the church start. Young families desire effective structure for their children, which will be provided through Biblical curriculum in a creative age appropriate manner.

Prayer Team: A prayer team made up of not only The CEO Church family and staff, but outside partners as well, is vital to the success of this launch. A Prayer team Leader will be sought to help build the team and communicate prayer needs on a regular basis to them.

VIII. Opening Day

What will the new church look like during the launch? A very important question that shapes what we do between now and the launch day! It was intended to proactively guide our planning to achieve more than we would otherwise. By defining a target for what we are shooting for (opening day) understanding where we are today and putting together a plan for getting there, we will have a better chance of reaching our goals.

The church's first preview service will be Sunday, **March 26**, 2017. Follow up previews services will be held on **April 2**, **April 9**, and then weekly services begin **April 16**, 2017.

A. The **look and feel** of the venue on Opening Day will include these elements:

Signage: Upon entering the venue parking lot, attendees will have ample signs to direct them to the worship gathering and Children's area for the launch. Signs will clearly mark the main entrance into the facility.

Greeters: These volunteers will be the first people that attendees see when coming to the Covenant Church. Their role will be critical in setting the climate for the experience of everyone attending. We will have greeters strategically placed in the following areas: parking lot, front door, guest area, children's area, etc...

Worship Experience: The Worship experience will be refreshing and casual. Our worship through music will be creative, engaging and reflective. The teaching is expository, conversational, authentic and activist. **The focus will always be on God;** who He is and what He has done, is doing, and what is next. Services will last approximately one hour and 30 mins and will consist of: 55 minutes of preaching; 25 minutes of music and multi-media; 10 minutes of welcome, information, offering and ordinances when appropriate. Subject to the Holy Spirit.

Kids Stuff: We will provide a place where our kids are safe and protected. They will be actively and creatively engaged and challenged to live out what they learn.

Next Steps/ Information: We want all attendees to easily understand what their next step in the church could include. Our goal is to help them connect to our church, feel welcome, and easily understand their next steps. Special techniques to connect visitors at launch include sending a letter to each visitor, calling each visitor to welcome them and to see if they have any questions, to specifically invite newcomers to take the next step (small groups, prologue, outreach, service teams, etc).

- B. **Marketing Plan:** The purpose of our marketing is to start and foster relationships with unconnected people. We also feel that as our core group and launch team begin to embrace and live out our core values within their circles of influence, the name of Christ and His gospel will become more famous. The best way to feed the hungry is not to advertise where the bread is, but to actually feed hungry people and they will in turn tell others.

IX. Outreach Strategy-

*Our one and only strategy for evangelistic outreach is **Relational Evangelism**.*

Each member of the church will be encouraged to prepare a list of lost and unchurched friends that they are praying for, witnessing to and inviting. We will teach simple and effective witnessing tools to our core group and launch team in our initial meetings. Ultimately, our goal in relational evangelism will be both intentional and organic. Throughout our normal patterns of life, we should pay attention to people around us, learn their names, invest in their lives, share our story, and share the gospel.

To reinforce that strategy will have ongoing techniques (at least monthly):

- Member emailing lists
- Stationary with church logo and name (on going use)
- Adopt a local cause/ charity
- Testimonials
- New family program (send welcome letter and cards)
- Website
- Word of mouth (community networking-launch team constantly inviting friends)
- Brochures (new church brochure that can be used as a first touch for visitors)
- Invite cards
- Social Networking Sites (Twitter, Facebook, Blogging)
- Portable outdoor signs (at least 5 large A-frame or real estate type signs)
- Participation in local community and civic events
- Posters (used on case basis for grand opening)
- Media with church information

Community Networking: The purpose of The CEO Church community networking plan is to foster relationships with community and civic leaders in our target area. These relationships are expected to open up additional outreach and marketing opportunities and to enhance our strategy to establish broad name recognition in the community. e.g. Schools, community organizations, sports leagues, etc...

The following organizations will be targeted:

- Real estate brokers (possible partnership with monthly newcomer seminar)
- Other churches
- Civic organizations and clubs
- Sports Leagues (youth and adults)

X. Planting Timeline

The following timeline provides major benchmarks for the launch process.

	Begin praying with local Association
1/24/2017	Finish Launch Plan, Prospectus, and Time Line
10/29/2016	Launch web-site
12/15/2016	Begin Fundraising campaign
12/01/2016	Recruit launch team
12/01/2016	Find ministry partners (individuals and churches)
	Staff and family planning retreat
TBD	Launch Team social
	Launch Team community service project
	Covenant Church social
	Entire staff move to town and be commissioned
	Churches they are currently serving at.
	Service Project
1/5/2017	Begin weekly meetings
3/26/2017-4/9/2017	Form and train all service teams
	Service Project
3/26/2017	26th - First Preview Service
4/8/2017	First Community Social
	Service Project
4/2/2017	2 nd - 2nd preview Service
4/15/2017	2nd Community Social
	Service Project
4/9/2017	9th - Final Preview service
	Service Project
4/16/2017	16th - Launch

XII. Cost Analysis

COST.

**Where are your
Donations Going?**

**Where Can you
give?**

Ceochurch.net



Thank you!!!

EQUIPMENT // \$95,000

- Sound & Instruments – \$45,000
- Children's Ministry – \$15,000
- Video Projection – \$15,000
- Lighting – \$10,000
- Trailers/Trucks – \$10,000

SALARIES & INSURANCE // \$70,000

- Senior Pastor - \$30,000
- Worship Pastor - \$12,000
- Children's Pastor - \$12,000
- Insurance - \$16,000
- *Note: Staff members are raising a portion of their salaries. This is supplemental for the first 12 months.*

MEDIA & TECHNOLOGY // \$6,000

- Website Presence – \$5,000
- Monthly Payments – \$1,000

MARKETING // \$32,000

- Flyers/T-shirts/Social Media, etc. – \$2,000
- Direct Mail – \$25,000
- Signage – \$5,000

COMMUNITY OUTREACH // \$10,000

FACILITIES/START-UP // \$12,000

- Rent (3 months) – \$12,000

TOTAL START-UP BUDGET // \$225,000

Our goal is \$250,000

and to give away \$25,000 to our world missions partners and causes.

* Itemized listing available upon request. All financial support is 100% tax deductible.
Please make all contributions to: CEO Church Sugar Land.

Year 1 Projected Budget

Ministry	
Facilities	\$65,600.00
Equipment	\$12,000.00
Creative Development	\$15,000.00
Website	\$500.00
Materials	\$5,000.00
Community Awareness	\$5,000.00
Conferences and Coaching	\$15,000.00
Personnel	\$95,000.00
Missions	\$25,000.00
Operations	\$9,000.00
Children's Ministry	\$10,000.00
Total	\$257,100.00

Year 2 Projected Budget

Ministry	
Facilities	\$80,000.00
Equipment	\$10,000.00
Creative Development	\$25,000.00
Website	\$500.00
Materials	\$15,000.00
Community Awareness	\$12,000.00
Conferences and Coaching	\$15,000.00
Personnel	\$155,000.00
Missions	\$35,000.00
Operations (Liability insurance, phones, office)	\$25,000.00
Children's Ministry	\$10,000.00
Total	\$382,500.00

Year 3 Projected Budget

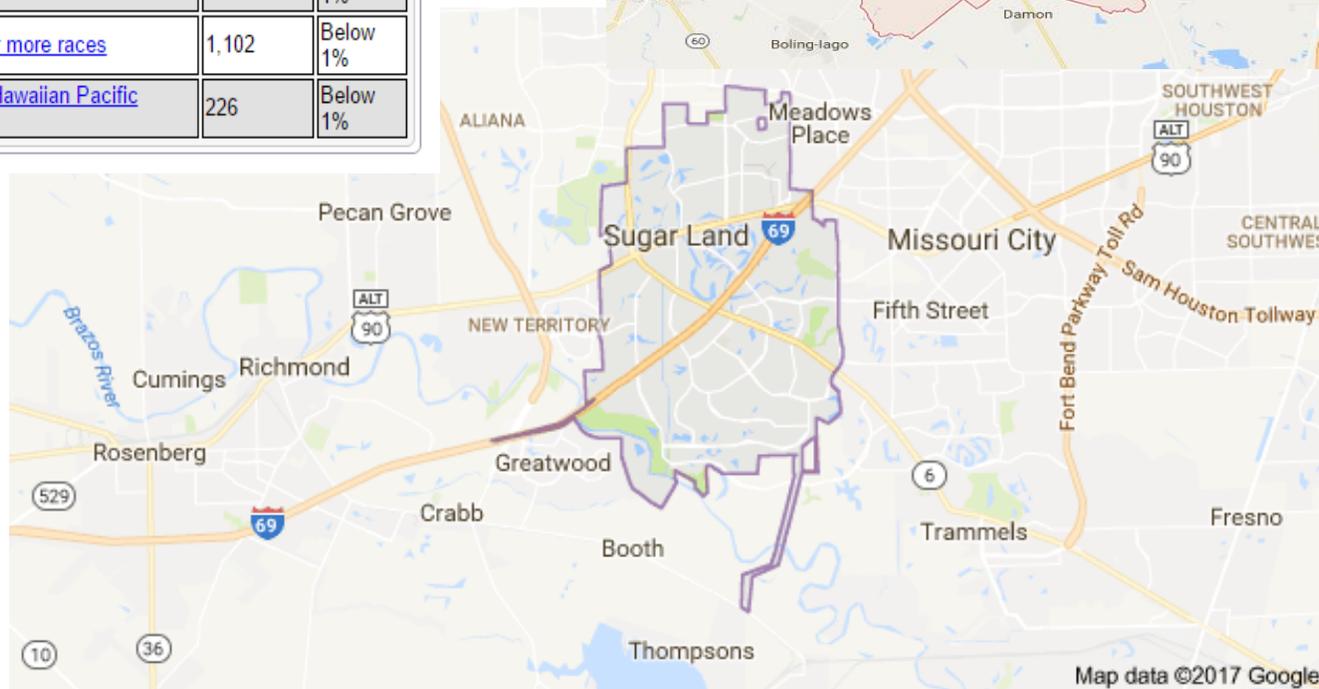
Ministry	
Facilities	\$90,000.00
Equipment	\$30,000.00
Creative Development	\$35,000.00
Website	\$5,500.00
Materials	\$30,000.00
Community Awareness	\$18,000.00
Conferences and Coaching	\$15,000.00
Personnel	\$195,000.00
Missions	\$45,000.00
Operations (Liability insurance, phones, office)	\$25,000.00
Children's Ministry	\$20,000.00
Total	\$478,500.00

APPENDIX #2

Detailed Demographics

Map of Fort Bend County

Population By Races		
Race	Population	% of Total
Total Population	585,375	100
White	296,310	50
Hispanic or Latino	138,967	23
Black or African American	125,818	21
Asian	99,370	16
Some Other Race	44,328	7
Two or More Races	17,021	2
American Indian	2,302	Below 1%
Three or more races	1,102	Below 1%
Native Hawaiian Pacific Islander	226	Below 1%



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People	Sugar Land city, Texas
<i>Population</i>	
Population estimates, July 1, 2016, (V2016)	NA
Population estimates, July 1, 2015, (V2015)	88156
Population estimates base, April 1, 2010, (V2016)	NA
Population estimates base, April 1, 2010, (V2015)	78592
Population, percent change - April 1, 2010 (estimates base) to July 1, 2016, (V2016)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2015, (V2015)	12.2
Population, Census, April 1, 2010	78817
<i>Age and Sex</i>	
Persons under 5 years, percent, July 1, 2015, (V2015)	X
Persons under 5 years, percent, April 1, 2010	5.3
Persons under 18 years, percent, July 1, 2015, (V2015)	X
Persons under 18 years, percent, April 1, 2010	24.6
Persons 65 years and over, percent, July 1, 2015, (V2015)	X
Persons 65 years and over, percent, April 1, 2010	10.4
Female persons, percent, July 1, 2015, (V2015)	X
Female persons, percent, April 1, 2010	50.4
<i>Race and Hispanic Origin</i>	
White alone, percent, July 1, 2015, (V2015) (a)	X
White alone, percent, April 1, 2010 (a)	52.0
Black or African American alone, percent, July 1, 2015, (V2015) (a)	X
Black or African American alone, percent, April 1, 2010 (a)	7.4
American Indian and Alaska Native alone, percent, July 1, 2015, (V2015) (a)	X
American Indian and Alaska Native alone, percent, April 1, 2010 (a)	0.2
Asian alone, percent, July 1, 2015, (V2015) (a)	X
Asian alone, percent, April 1, 2010 (a)	35.3
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2015, (V2015) (a)	X
Native Hawaiian and Other Pacific Islander alone, percent, April 1, 2010 (a)	Z
Two or More Races, percent, July 1, 2015, (V2015)	X
Two or More Races, percent, April 1, 2010	2.8
Hispanic or Latino, percent, July 1, 2015, (V2015) (b)	X
Hispanic or Latino, percent, April 1, 2010 (b)	10.6
White alone, not Hispanic or Latino, percent, July 1, 2015, (V2015)	X
White alone, not Hispanic or Latino, percent, April 1, 2010	44.4
<i>Population Characteristics</i>	
Veterans, 2011-2015	3122
Foreign born persons, percent, 2011-2015	34.4
<i>Housing</i>	

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Housing units, July 1, 2015, (V2015)	X
Housing units, April 1, 2010	27727
Owner-occupied housing unit rate, 2011-2015	82.2
Median value of owner-occupied housing units, 2011-2015	267700
Median selected monthly owner costs -with a mortgage, 2011-2015	2175
Median selected monthly owner costs -without a mortgage, 2011-2015	817
Median gross rent, 2011-2015	1512
Building permits, 2015	X
<i>Families and Living Arrangements</i>	
Households, 2011-2015	27587
Persons per household, 2011-2015	3.02
Living in same house 1 year ago, percent of persons age 1 year+, 2011-2015	88.7
Language other than English spoken at home, percent of persons age 5 years+, 2011-2015	44.3
<i>Education</i>	
High school graduate or higher, percent of persons age 25 years+, 2011-2015	92.8
Bachelor's degree or higher, percent of persons age 25 years+, 2011-2015	55.5
<i>Health</i>	
With a disability, under age 65 years, percent, 2011-2015	3.7
Persons without health insurance, under age 65 years, percent	12.8
<i>Economy</i>	
In civilian labor force, total, percent of population age 16 years+, 2011-2015	64.9
In civilian labor force, female, percent of population age 16 years+, 2011-2015	56.4
Total accommodation and food services sales, 2012 (\$1,000) (c)	377791
Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	979285
Total manufacturers shipments, 2012 (\$1,000) (c)	1374771
Total merchant wholesaler sales, 2012 (\$1,000) (c)	3499180
Total retail sales, 2012 (\$1,000) (c)	2057708
Total retail sales per capita, 2012 (c)	24948
<i>Transportation</i>	
Mean travel time to work (minutes), workers age 16 years+, 2011-2015	29.6
<i>Income and Poverty</i>	
Median household income (in 2015 dollars), 2011-2015	104939
Per capita income in past 12 months (in 2015 dollars), 2011-2015	46844
Persons in poverty, percent	5.3