



IRON CITY CHURCH

Strategic Aim:

To effectively launch a new church in the North Hills of Pittsburgh on the third Sunday in September of 2007, with 600 in attendance and average 400 people in weekly attendance during the month of October.

Major Objective #1: PREPARATION

- secure calling
- move to area

Major Objective #2: PRE-LAUNCH

- Schedule Monthly Worship Services
- Locate Worship Leader
- Find/Secure Location (meeting spot)
 - Showcase Cinemas
 - Area Schools (LaRoche College Possibilities, McIntyre Elem., Beattie Career Center)
- Enlist Partners (Prayer, People & Paper)
 - create partners web site (partners.ironcitychurch.com)
 - emails, phone calls, visits to as many as possible
- Promote Monthly Services
 - Web site
 - print biz cards
 - print brochures
 - print & hand out 3,300 door hangers to 1-mile radius (mission teams)
 - make face-to-face contacts with as many suspects as possible
- Plan Monthly Services
 - create/prepare message series
 - devise connections system
- Schedule/Plan Comeback Events (CBE)
 - reserve meeting locations
 - plan format
- Build Launch Team
 - devise launch Sunday systems
 - recruit, train & deploy volunteers for each

Major Objective #3: LAUNCH

- Promote Launch Date
 - Order/Prep/Send 28,000 post card mailers to 3-mile radius
- Plan/Prepare start-up series
 - messages
 - music
 - graphics/promo
- Reach goal of 600 in attendance
- Thank & Dismiss Launch Team from service

Major Objective #4: POST-LAUNCH

- Prepare for Sunday After
 - Continue Series
- Devise Systems & Processes
- Enlist, train & deploy volunteers for each system