Gospel DNA
Replicating Effective Ministry

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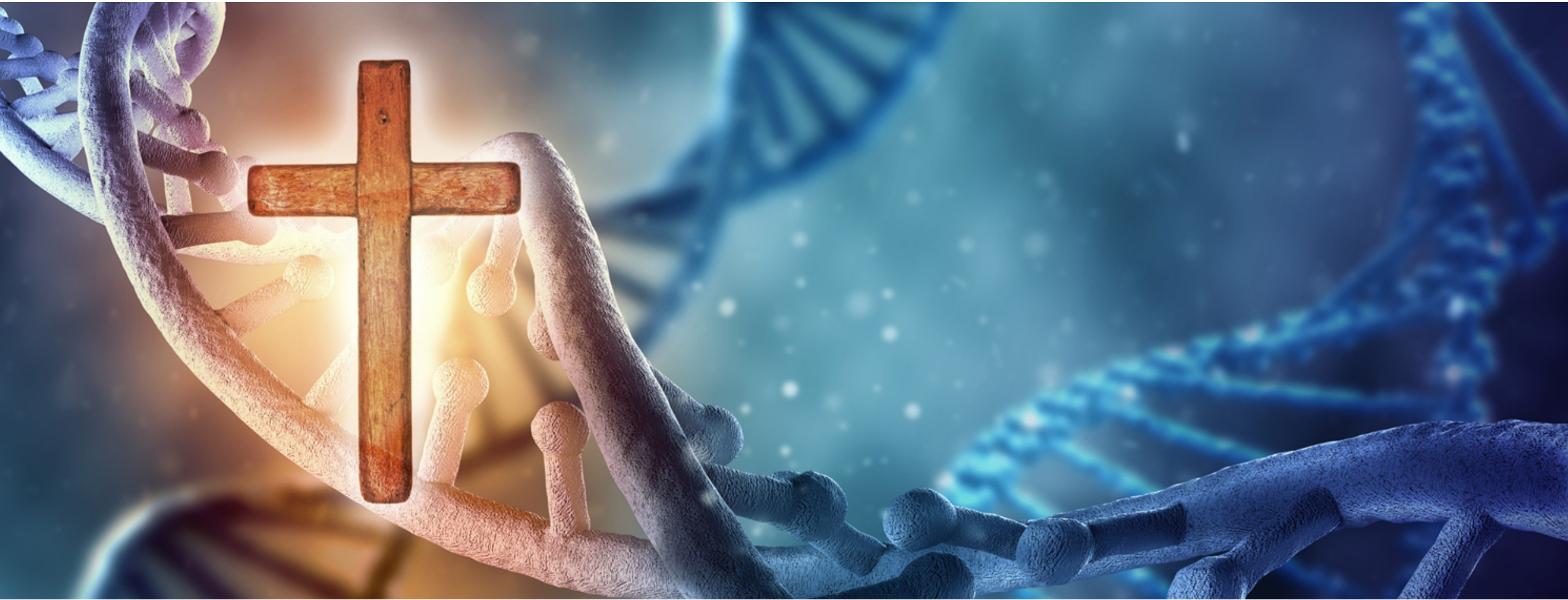
Workshop 1 - Multisite churches

Scott Sanders

GENEVA
PUSH »

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GENEVA PUSH

One church that has two or more locations with a shared leadership, budget, vision, and board.

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MULTISITE

Multisite Model	Definition
Video-Venue Model	Creating one or more on-campus environments that use video-cast sermons (live or recorded), often varying the worship style.
Regional-Campus Model	Replicating the experience of the original campus at additional campuses in order to make church more accessible to other geographic communities.
Teaching-Team Model	Leveraging a strong teaching team across multiple locations at the original campus or an off-site campus.

Source: Scott McConnell, Multi-site Churches

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MULTISITE

WHEN DOES MULTI-SITE MAKE SENSE?

1. Focus on the Great Commission
2. Have a culture of multiplication
3. Are willing to remove barriers to reach more people
4. Are willing to seize the opportunity

MULTISITE

*WHEN DOES MULTI-SITE **NOT** MAKE SENSE?*

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1. Are trying to create growth
2. Are not healthy
3. Have wrong motives

NOTE: In US very few churches have over 3 sites

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MULTISITE

1. **Geography:** The idea is to relocate members to a new campus to create space in the mother church and provide a more local gospel presence.

2. **Gifting:** a person better suited to a campus pastor role into a leadership role in a church plant can be stressful and unproductive.

3. **Governance:** Need a high level of agreed central control that is clearly laid out from the outset.

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MULTISITE
MULTI-SITE vs CHURCH PLANT

MULTISITE	CHURCH PLANT
Control	Autonomy
Consistency	Contextualization
Attractional	Missional
Standardized	Organic
Retain (resources, volunteers)	Release (members, resources)
Addition	Multiplication
Centralised	Decentralised
Personality driven	Mission driven

MULTISITE

An understanding of who your church is and what matters.

- Leaders must be honest about who their church is, so they know what to replicate

- Leaders must get beyond analogies (e.g., DNA)

- New sites must prioritize and invest in the programs/activities that matter most and not try to offer everything

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MULTISITE

What pieces need to come together to launch a site?

1. **Unanimity** among leaders
2. A **leader** for the new site
3. A **core group** of leaders to lead the core ministries at the new site
4. A **group of people** that your church to reach
5. **Systems and structures** in place
6. Sufficient **finances**

MULTISITE

Apply this understanding to key decisions

1. What level of autonomy at sites?
2. Who oversees multi-site?
3. How will you deliver the message?
4. What core ministries will you offer?

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MULTISITE

What does leadership look like in a multisite church?

Any pastor has three primary roles:
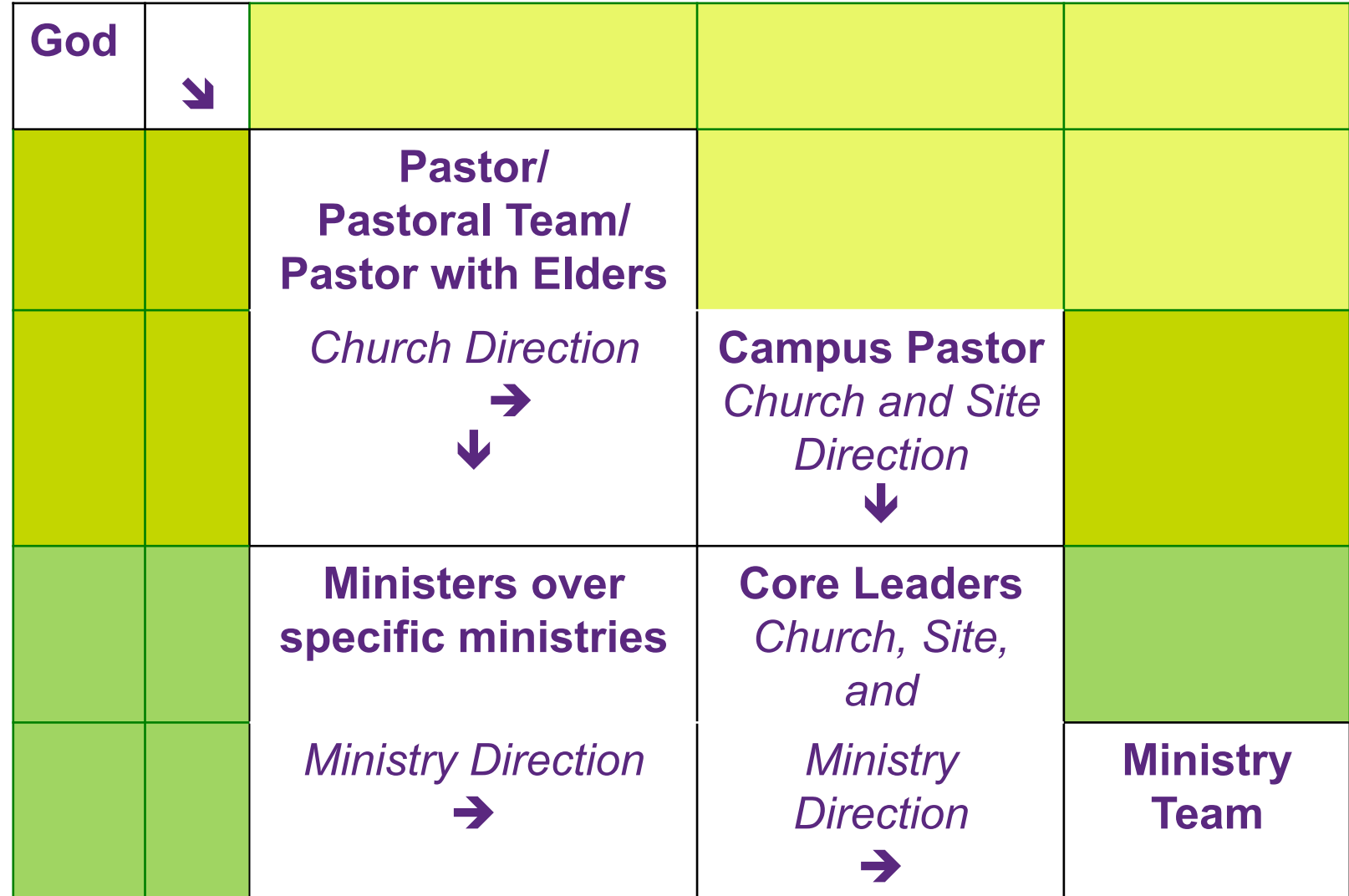- teacher,
- shepherd and
- leader

The campus pastor's roles are shepherd and leader

Shepherding – drawing people in with care

Leadership – sending people out as an extension of the church's senior leadership

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MULTISITE

The leadership flow

God	↘			
		Pastor/ Pastoral Team/ Pastor with Elders		
		Church Direction → ↓	**Campus Pastor** *Church and Site Direction* ↓	
		Ministers over specific ministries	**Core Leaders** *Church, Site, and*	
		Ministry Direction →	*Ministry Direction* →	**Ministry Team**

Source: Scott McConnell, Multi-site Churches, 92

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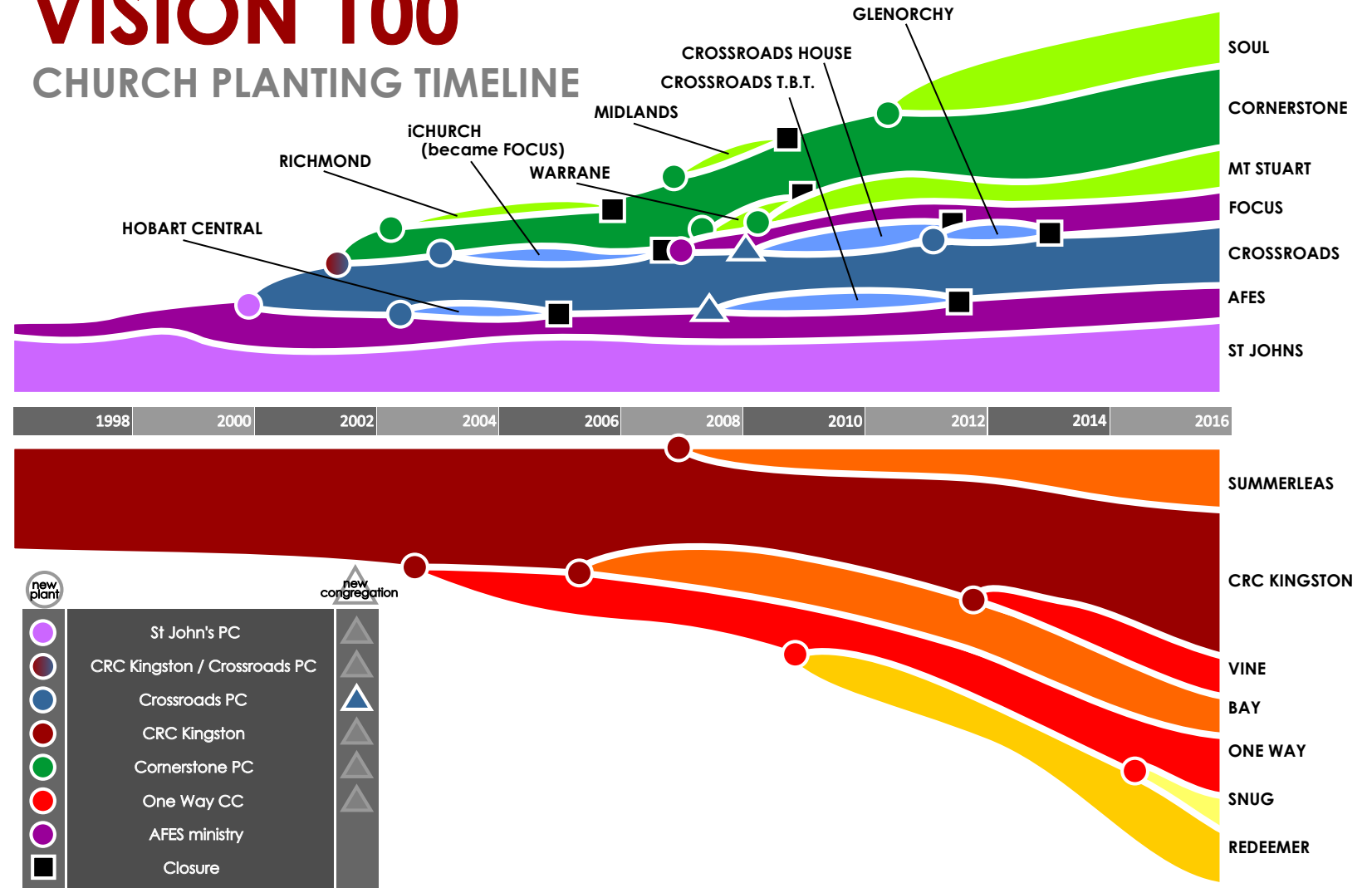
MULTISITE

CASE STUDY: HOLY TRINITY NETWORK (ADELAIDE, SA)


Average Sunday Attendance per Week
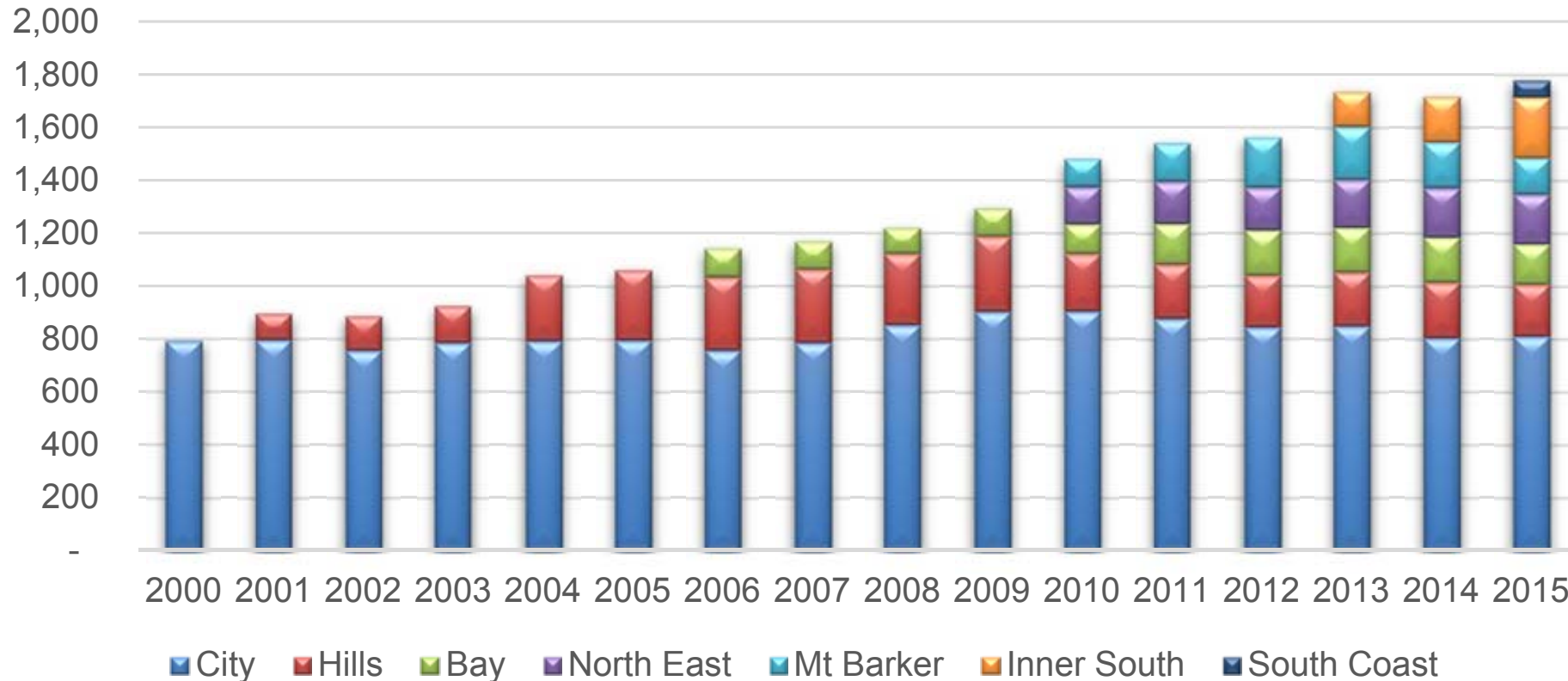
MULTISITE

Multisite Churches

Scott McConnell

LifeWay Research conducted in-depth interviews with lead pastors, campus pastors and ministers responsible for multi-site ministry at their church

These included over 40 multi-site churches that represented a variety of sizes, denominations and locations across the country

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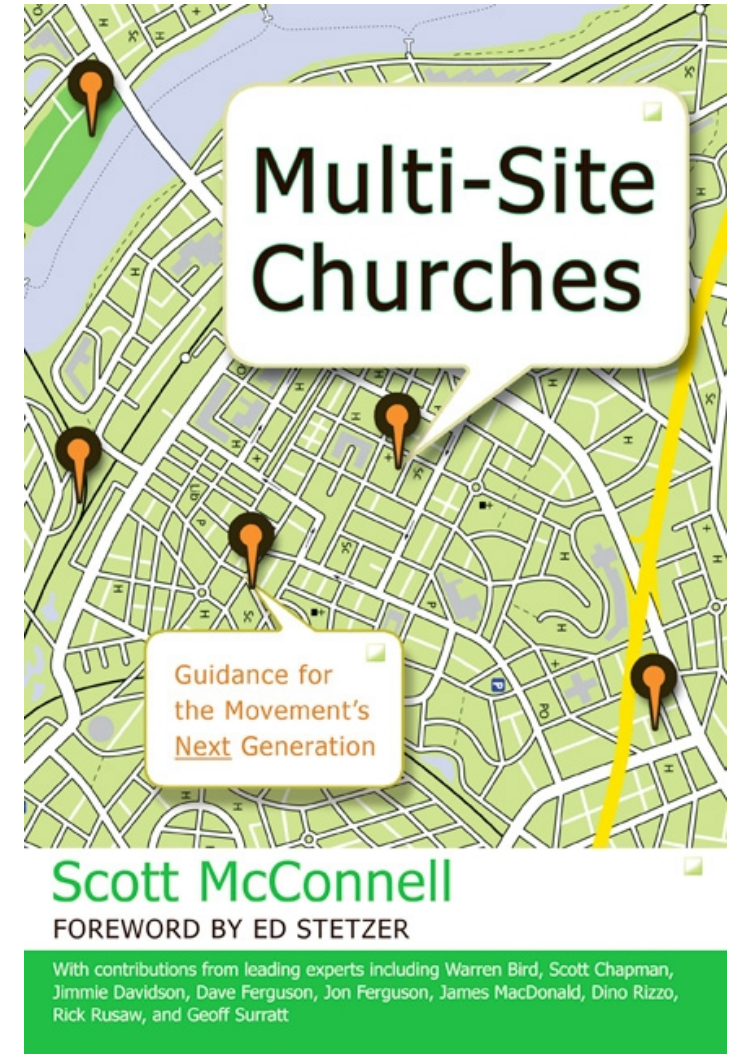
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Leadnet

http://leadnet.org/category/multi-site_churches/

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