Gospel DNA
Replicating Effective Ministry
Workshop 1 - Multisite churches

Scott Sanders

GENEVA
PUSH

EFFECTIVE MINISTRY
One church that has two or more locations with a shared leadership, budget, vision, and board.
## WHAT IS A MULTISITE CHURCH?

<table>
<thead>
<tr>
<th>Multisite Model</th>
<th>Definition</th>
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</thead>
<tbody>
<tr>
<td>Video-Venue Model</td>
<td>Creating one or more on-campus environments that use video-cast sermons (live or recorded), often varying the worship style.</td>
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<tr>
<td>Regional-Campus Model</td>
<td>Replicating the experience of the original campus at additional campuses in order to make church more accessible to other geographic communities.</td>
</tr>
<tr>
<td>Teaching-Team Model</td>
<td>Leveraging a strong teaching team across multiple locations at the original campus or an off-site campus.</td>
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Source: Scott McConnell, Multi-site Churches
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?

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

NOTE: In US very few churches have over 3 sites
MULTISITE

HOW DO CHURCH PLANTS DIFFER FROM MULTISITE CHURCH?

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.
### MULTI-SITE vs CHURCH PLANT

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<tr>
<th>MULTI-SITE</th>
<th>CHURCH PLANT</th>
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<td>Control</td>
<td>Autonomy</td>
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<td>Consistency</td>
<td>Contextualization</td>
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<td>Attractional</td>
<td>Missional</td>
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<td>Organic</td>
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<td>Personality driven</td>
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**MULTISITE**
- Control
- Consistency
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- Standardized
- Retain (resources, volunteers)
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**CHURCH PLANT**
- Autonomy
- Contextualization
- Missional
- Organic
- Release (members, resources)
- Multiplication
- Decentralised
- Mission driven
MULTISITE

WHAT IS THE KEY ELEMENT FOR 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
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?
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
## The leadership flow

<table>
<thead>
<tr>
<th>God</th>
<th>Pastor/ Pastoral Team/ Pastor with Elders</th>
<th>Campus Pastor Church and Site Direction</th>
<th>Core Leaders Church, Site, and Ministry Direction</th>
<th>Ministry Team</th>
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<tr>
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Source: Scott McConnell, Multi-site Churches, 92
MULTISITE

CASE STUDY:
Vision100 network (KINGSTON, TAS)

VISION 100
CHURCH PLANTING TIMELINE

- Hobart Central
- Cornerstone PC
- CRC Kingston
- Cornerstone PC
- One Way CC
- AFES ministry
- Closure

YEAR
- 1998
- 2000
- 2002
- 2004
- 2006
- 2008
- 2010
- 2012
- 2014
- 2016

LOCATIONS
- VISION 100
- CHURCH PLANTING TIMELINE
- Multi-site

INSTITUTIONS
- St John’s PC
- CRC Kingston / Crossroads PC
- Crossroads PC
- CRC Kingston
- Cornerstone PC
- One Way CC
- AFES ministry
- Closure

EVENTS
- ICHURCH (became FOCUS)
- WARRANE
- CROSSROADS HOUSE
- CROSSROADS T.B.T.
- MIDLANDS
- RICHMOND
- GLENORCHY

OTHER
- SOUL
- CORNERSTONE
- MT STUART
- FOCUS
- CROSSROADS
- AFES
- ST JOHNS

SUMMERLEAS
CRC KINGSTON
VINE
BAY
ONE WAY
SNUG
REDEEMER
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.
MULTISITE

KEY RESOURCES

Geneva Push
www.genevapush.com/resources
scotts@genevapush.com

Leadnet
http://leadnet.org/category/multi-site_churches/
Workshop 1 - “Witness”: the benefits of the purpose driven model

Richard Coekin