



# **North Georgia Conference Strategy for New Church Development and Congregational Revitalization**

**The Confluence of Strategy, Statistics, and Stories**  
**A comprehensive vision for growth**

*With appreciation to the Virginia Annual Conference and the School of Congregational Development  
for clarifying support in the writing of this document for use in North Georgia*

# District Strategic Growth Team Guidelines

## KEY WORD – GROWTH

The steps below are to serve as the basis for the District Strategic Growth Team's (DSGT) work together. Any additional information the team deems useful can be generated as necessary. The North Georgia Conference has contracted with [www.MissionInsite.com](http://www.MissionInsite.com) to provide demographics data to local churches.

### CONFERENCE STRATEGIC GOALS

1. To make disciples of Jesus Christ for the transformation of the world by growing United Methodist Churches in North Georgia.
2. To grow at a rate that is faster than the growth rate of the population of the North Georgia area as we become more and more effective in sharing the Gospel. The 2009 – 2014 growth rates for the North Georgia population are projected to be 9.64%. In order to match/surpass that rate, the conference would need to add approximately 7,000 new Members per year. The 2012 to 2019 growth rate for the NGA population is projected to be 11.29%. In order to match/surpass that rate, the conference would need to add approximately 8,193 new members per year, a total of 40,960.
3. To intentionally reach the underserved growing populations in North Georgia which we will identify based on ethnicity, race, culture, age, and 'Mosaic' category. (Mosaic as defined by MissionInsite.com)
4. To deploy conference resources in alignment with the overall strategic vision.

### PURPOSE OF THE STRATEGIC GROWTH TEAMS

1. Identify and prioritize strategic ministry growth opportunities to make disciples of Jesus Christ
  - a. Use of demographic and other statistical data should be given serious consideration
  - b. Focus on underserved populations
  - c. Give attention to underperforming churches
  - d. Address and prioritize leadership potential
2. Develop a plan to address priorities
3. Recommend or facilitate the implementation of the plan to address these priorities
  - a. Recommendation is made to the conference New Church Development Office/Board and with the District Superintendent. Submit a *New Worshipping Community Application* for review by Extended Cabinet.
  - b. Facilitation is made through the District Superintendent to Pastors and leaders of existing churches and/or the district leadership

### **THE DISTRICT STRATEGIC GROWTH TEAM WILL:**

1. Consist of clergy and laypersons from the District.
2. Gather information to provide the basis for completing the *New Worshipping Community Application*. The information and details will also serve as critical research for both the local church leadership and the extended Cabinet.
3. Get trained in MissionInsite.
4. Be trained on the Conference Strategic Growth Plan
5. Include appropriate members from Conference staffing, New Church Development, and Connectional Ministries.

### **GUIDELINES FOR THE COMPOSITION OF DSGT**

1. The Chair of the DSGT may be either lay or clergy but not the District Superintendent.
2. Membership of the Team should consist of 6-8 people including the District Superintendent. In addition, Conference Staff persons will be ex-officio members.
3. Teams should strive for balance consisting of quality people with adequate representation from both clergy and laity. All team members need to have a passion for growth.
4. Teams should make efforts to include lay people with knowledge in legal matters, real estate, finances, and the use of demographic data.
5. New Church Development will provide the MissionInsite information/reports of specific areas to the Strategic Growth Teams and may recommend or initiate new projects.

### **OTHER**

The Chair and the District Superintendent should work together to develop the agenda for the Team meetings and provide necessary information prior to the actual meeting date/time in order to make the meetings most effective and efficient.

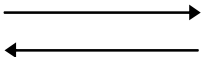
Each DSGT shall file an annual report of the growth within their district with their district superintendent and New Church Development no later than March 1<sup>st</sup>.

# How do projects get started and implemented?

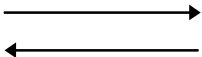
**Local Church**

- Mission
- Satellite
- Second Campus
- Cooperative Ministry
- New Church

Local Church  
District  
Sub-District



DSGT



New Church  
Development



New  
Places for  
New  
People

**Funding**

- Local Church – as part of their Mission/Ministry
- District/Sub-District – Cooperative Effort
- New Church Development – Full Support or Partnership with Local Church, District, Sub-District

**{TYPE NAME OF MISSION FIELD HERE}**

**MISSION FIELD**

Updated **May 22, 2014**  
*(date automatically updates)*



**INSTRUCTIONS:**

Use this document as a template to create a unique mission process document for *each* potential district mission field/area to be studied by your team. Add/type in responses below each question in the checklist, using the following key for easy viewing:

**Highlight completed items in BLUE**

**Highlight uncompleted items in RED**

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## **Step #1 OPEN WITH PRAYER & DISCERNMENT TIME**

- 1.1 Before any work is done, please spend some time in prayerful discernment, inviting the Holy Spirit to give your team wisdom in this time of information gathering. Continue to make prayer an integral part of your team's work together.

## **Step #2 CONDUCT A PRELIMINARY STATISTICAL ANALYSIS**

- 2.1 Identify the fastest growing census tracts in your district
- 2.2 Identify clusters of growing census tracts or block groups which will form the growth paths of your district
- 2.3 Examine the data closely for underlying trends such as provided in the Mosaic report of MissionInsite; look for age, race, and lifestyle trends, etc.
- 2.4 Identify areas and populations in your district that are underserved by your current churches and outreach efforts.
- 2.5 Create a Visual Representation that maps the district growth paths.  
Note: If your growth paths touch or intersect another district, have discussions regarding any plans and ideas with their DSGT.
- 2.6 Identify where new schools are being built and where new school districts, municipal, regional, and transportation planning, are being formed based on land purchases for future schools.
- 2.7 Identify the primary mission field within each growth path.

## **Step #3 CONDUCT AN IN-DEPTH ANALYSIS**

When a target area has been identified based on the above analysis, begin meeting the people and touring the places of the identified area. Write your responses to the following questions:

- 3.1 What are the geographic boundaries of this mission field?
- 3.2 What is the overall population of this mission field?
- 3.3 What is the projected population of this mission field?
- 3.4 What is the make up of that population (to include ethnic makeup, age, generation)?
- 3.5 What is the overall education level of this mission field?
- 3.6 What is the average household income?
- 3.7 What are the Mosaic profiles of this mission field?



- 4.2 Of the churches in the chart above, list your sense of the top 3 most vital non-United Methodist churches within the mission field in the table below. Record their approximate worship attendance and who they are generally reaching.

<i>Name of non-UM Congregation</i>	<i>Approx. Worship Attendance</i>	<i>Describe who they are reaching</i>
1.		
2.		
3.		

- 4.3 Name the UM churches that are in the identified mission field, record their average attendance, who they are generally reaching.

<i>Name of UM Congregation</i>	<i>Approx. Worship Attendance</i>	<i>Describe who they are reaching</i>

- 4.4 NOTE: If an existing church in the mission field is interested in being designated to serve this mission field, they must enter their membership data into the MissionInsite Congregant Plot Database and communicate their interest to the D.S. and the DSGT.

### **Step #5 GATHER STORIES**

- 5.1 Interview pastors and laity in the district (and sub-district) individually and in small groups to glean stories about these communities. People who live and work in this mission field will be able to provide first hand insight to further explain the demographic trends. Be sure support and input has been gathered from other UM leaders in the target area. Write a summary description below of the observations and support gleaned from these stories...



**Step #6 RECOMMEND STRATEGIC PRIORITIES**

6.1 Work together as a District Strategic Growth Team to prioritize and then recommend a proposed ministry focus to reach the needs of the mission area:

- Sample options for potential ministry include:
1. New worship service
  2. A new campus of an existing church
  3. A new church
  4. A new mission
  5. New Leadership
  6. Coaching and Training

Write a description below of the proposed/recommended ministry...

6.2 Does this mission field need for land to be purchased? Yes \_\_\_\_ No \_\_\_\_  
If yes, identify land for purchase in the path of projected growth, or look for land already owned by another church or the district that might be suitable. List possible options/sites below in order of priority...

**Step #7 DETERMINE LEVEL OF DISTRICT SUPPORT**

What will the District Superintendent’s office be able to offer in terms of

- 7.1  Financial \_\_\_\_\_
- 7.2  Leadership \_\_\_\_\_
- 7.3  Facility/Land \_\_\_\_\_
- 7.4  Training \_\_\_\_\_
- 7.5  Other Resources \_\_\_\_\_
- 7.6 Are there other UM churches that will partner with a new worshipping community for funding and resources purposes?
  - 1) \_\_\_\_\_
  - 2) \_\_\_\_\_
  - 3) \_\_\_\_\_

**Step #8 PROPOSE CONFERENCE SUPPORT**

What kinds of support are requested from the annual conference;

- 8.1  Financial \_\_\_\_\_
- 8.2  Leadership \_\_\_\_\_
- 8.3  Facility/Land \_\_\_\_\_
- 8.4  Training \_\_\_\_\_
- 8.5  Other Resources \_\_\_\_\_

**Step #9 SUBMIT FINDINGS**

9.1 Submit your findings and proposals to the Conference/cabinet for consideration (include D.S. in submittal)

**SUMMARY OF DISTRICT RECOMMENDATION**  
*For District Superintendent. to take to Cabinet*

DISTRICT \_\_\_\_\_  
WHO IS THE TARGET GROUP? \_\_\_\_\_

TARGET ADDRESS OF THE PROJECT \_\_\_\_\_

TARGET DATE FOR IMPLEMENTATION \_\_\_\_\_

**WHICH STRATEGIC PRIORITIES ARE BEING RECOMMENDED?**

- New worship service
- A new campus of an existing church
- A new church
- A new mission
- New Leadership
- Coaching and Training
- Other (Explain) \_\_\_\_\_

WHAT SITE CHURCH SUPPORT IS IN PLACE?

- Financial \_\_\_\_\_
- Leadership \_\_\_\_\_
- Facility/Land \_\_\_\_\_
- Training \_\_\_\_\_
- Other Resources \_\_\_\_\_

WHAT DISTRICT SUPPORT IS IN PLACE?

- Financial \_\_\_\_\_
- Leadership \_\_\_\_\_
- Facility/Land \_\_\_\_\_
- Training \_\_\_\_\_
- Other Resources \_\_\_\_\_

WHAT CONFERENCE SUPPORT IS BEING REQUESTED?

- Financial \_\_\_\_\_
- Leadership \_\_\_\_\_
- Facility/Land \_\_\_\_\_
- Training \_\_\_\_\_
- Other Resources \_\_\_\_\_

(Continued on next page)

TO BE COMPLETED CONFIDENTIALLY BY D.S.: **(NOT for general group discussion)**

Of the UM churches already in the target mission field (see 4.3, above), rate their effectiveness -- functionally and relationally -- in the following areas using a 10 pt. scale (10 = excellent; 1 = poor)

<b>Name of UM Congregation</b>	<b>Leadership</b>	<b>Church Programming</b>	<b>Ministries for/with the Community</b>	<b>Location - Accessibility</b>	<b>Visibility</b>	<b>Physical Plant</b>

Share any additional comments/clarifications about the above ratings below:

PROJECTED OUTCOMES

1 YEAR

Membership \_\_\_\_\_ Avg. Worship Attendance \_\_\_\_\_ Professions of Faith \_\_\_\_\_  
People in Small Groups \_\_\_\_\_ People involved in mission \_\_\_\_\_  
Financial Stewardship \_\_\_\_\_ Staffing \_\_\_\_\_ Other \_\_\_\_\_

3 YEAR

Membership \_\_\_\_\_ Avg. Worship Attendance \_\_\_\_\_ Professions of Faith \_\_\_\_\_  
People in Small Groups \_\_\_\_\_ People involved in mission \_\_\_\_\_  
Financial Stewardship \_\_\_\_\_ Staffing \_\_\_\_\_ Other \_\_\_\_\_

5 YEAR

Membership \_\_\_\_\_ Avg. Worship Attendance \_\_\_\_\_ Professions of Faith \_\_\_\_\_  
People in Small Groups \_\_\_\_\_ People involved in mission \_\_\_\_\_  
Financial Stewardship \_\_\_\_\_ Staffing \_\_\_\_\_ Other \_\_\_\_\_

Constitution Date \_\_\_\_\_

**{DISTRICT NAME} DISTRICT STRATEGIC GROWTH TEAM**  
**SUMMARY OF DECISION & ACTION POINTS**  
**from {DATE} meeting at {LOCATION}**

In preparation for next meeting {DATE & TIME} at {LOCATION}:

<b>CURRENT MISSION AREAS – ACTION ITEMS</b>	<b>WHO is responsible?</b>	<b>Done?</b>
For {Name of mission field} area mission field:		
For {Name of mission field] mission field:		
For {Name of mission field] mission field:		
Other District strategic growth opportunities		

(OVER)

**CONTINUED *PREVIOUS* MISSION  
DECISIONS TO BE MONITORED**

For {Name of mission field} mission field:

For {Name of mission field} mission field:

For {Name of mission field} mission field:

NOTES: