



# MULTI-SITE CAMPUS PROSPECTUS

Making it simple for people to connect to God and each other.

Fall 2014

[www.connectcitychurch.com](http://www.connectcitychurch.com)



Connect City Church

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## introduction

At Connect City Church, we believe God is leading us towards an ongoing, strategic commitment to fulfill the Great Commission and His vision for our church by being strategically placed within the city limits of Rome, Summerville and other future cities. Because of this, we are confident that the Lord is calling our church to have intentional worship space in both Rome and Summerville by March of 2015. Both campuses will be vitally connected and distinctly defined by Connect City Church's mission, strategy, and doctrine.

By God's grace, as we continue to pursue God's vision for Connect City Church, we must remember that He is not simply building a monument of ministry at Connect City Church; rather, He is launching an ever-multiplying movement of mission *through* Connect City Church. In order to reach Northwest Georgia and Northeast Alabama for gospel transformation, we need to be present where the majority of people live – in the cities.

Life might be simpler if we were all in one location, but we believe the Lord is calling us to reach the entire region. As a multi-site church, Connect will have the strengths of both a large church, covering a large geographic area, and a small church, with centralized leadership and a focus on community. The apostle Paul says, *"I have become all things to all people, that by all means I might save some. I do it for the sake of the gospel that I may share with them in its blessings."* (1 Corinthians 9:22-23). For the sake of the gospel, Connect City Church will attempt to dwell in the various county seats in the region in order to love and preach good news to our neighbors.

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## our mission

Making it simple for people to connect to God and each other.

## our core values

<b>Transparency</b>	Reality is greater than perception.
<b>Teamwork</b>	No one ever won Red Rover on their own.
<b>Loyalty</b>	We always fight for our family. No one is left behind.
<b>Passion</b>	We really Believe Jesus is the Hope of the World and His Church is the means for bringing that hope.
<b>Simplicity</b>	We kill complexity with an ax. We run towards messes, always.
<b>Adaptability</b>	Obstacles are opportunities.
<b>Reproduction</b>	Reproduction is the position of Missionaries.
<b>Truth</b>	We believe Truth is a person. His name is Jesus.
<b>Application</b>	We make love a verb.
<b>Generosity</b>	It's impossible to out give God.
<b>Audacity</b>	Playing it safe is the most dangerous thing we could do.
<b>Ridiculousness</b>	Why go an extra mile when you could run a marathon?

## our vision for multiplication

We will make more and better disciples and, therefore, more and better churches and, therefore, more and better disciples and, therefore, more and better churches.



# why plant new churches?<sup>1</sup>

The vigorous, continual planting of new congregations is the single most crucial strategy for 1) the numerical growth of the Body of Christ in any city, and 2) the continual corporate renewal and revival of the existing churches in a city.

Nothing else — not crusades, outreach programs, para-church ministries, growing mega-churches, congregational consulting, nor church renewal processes — will have the consistent impact of dynamic, extensive church planting. To most, this is an eyebrow raising statement. But to those who have done any study at all, it is not even controversial.

## THE BIBLICAL PATTERN

**Jesus' essential call to the church was to plant churches:** Virtually all the great evangelistic challenges of the New Testament are basically calls to plant churches, not simply to share the faith. The “Great Commission” of Matthew 28 is not just a call to ‘*make disciples*’ but to ‘*baptize*.’ In Acts and elsewhere in the New Testament, it is clear that baptism is part of being incorporated into a worshiping congregation (Acts 2:42-47).

**Paul's whole strategy was to plant urban churches:** The greatest missionary in history, the apostle Paul, had a rather simple, two-fold strategy. First, he went into the largest city of the region (Acts 16:9,12), and second, he planted churches in each city. Once Paul had done that, he could say that he had ‘fully preached’ the Gospel in a region and that he had ‘no more work’ to do there (Romans 15:19-23). This means Paul had two controlling assumptions: a) that the way to most permanently influence a country was through its chief cities, and b) the way to most permanently influence a city was to plant many churches in it.

## THE NEED

Rome's population continues to grow each year as the city welcomes new people drawn by excellent opportunities for higher education, outstanding medical facilities, and a booming manufacturing industry. Summerville — with the expansion of Mohawk, the award-winning school system in Trion, and the low cost of living — also has great potential to bring new people to the area. Moreover, both areas continue to be primed for a different environment for people to pursue the possibility of God other than the more traditional church approach.

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<sup>1</sup> Taken from Tim Keller: “Why Plant Churches?” [http://download.redeemer.com/pdf/learn/resources/Why\\_Plant\\_Churches-Keller.pdf](http://download.redeemer.com/pdf/learn/resources/Why_Plant_Churches-Keller.pdf)



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Of the approximately 150,000 people in the area, studies show that over 80% are unchurched. In the state of Georgia, some estimate that there are nearly 8 million people who do not know Jesus. Very simply, there are far too many lost people in our area and far too few relevant environments to effectively reach, disciple and shepherd them.

We believe the most effective way to reach, disciple, and shepherd those who are unchurched, de-churched, and flat-out lost is by strategically planting the Gospel through the launch of new Connect City campuses in cities throughout the region.

By God's grace, in 2014 we will begin a new phase of passionately pursuing this big vision of reaching our region with the good news of Jesus, by the power of the Holy Spirit, for the glory of God and the joy of all people. We believe God is calling us to prayerfully and strategically leverage the people in our church and their influence to take the Gospel to Rome and Summerville by a multi-site strategy with church campuses in both cities. We will still be Connect City Church, maintaining complete alignment with the Vision, Values, and Ministry Strategy, but with worship environments in two separate locations. Both campuses will be led by CCC staff, our elders, and the Oversight Team and will resource, and be resourced by, the general budget of Connect City Church.





## faq's

### **What is a multi-site church?**

A multi-site church is one church meeting in multiple locations. Where a traditional church plant would be sent out in independence, thus severing the relationship with the sending church, a multi-site model maintains that relationship as well as a shared vision, budget, and leadership.

### **What kind of church uses the multi-site approach?**

While the multi-site approach works best for churches already experiencing growth, it is used by all types of churches. The majority of multi-site churches are suburban, but many can be found in urban contexts and some in rural contexts. Multi-site congregations are found among old churches and new, and in all regions of the country. Smaller churches (30-200 people) tend to do multi-site as a niche outreach or as a regional campus approach. Medium-sized churches (200-800 people) that go multi-site tend to have only two or three campuses. Larger churches (800-2,000 people) and megachurches (2,000 people and up) are most likely to be multi-site and to do it in a way that develops a large network of campuses.

### **Why should Connect City Church become multi-site?**

The purpose of becoming a multi-site church is to make more and better disciples by bringing the church (staff, resources, members, ministries, worship environments, etc.) closer to where people are. The motivation is to do a better job of loving people, including different types of people, with an outcome of making significant advances in obeying Jesus' Great Commandment (Matt. 22:37-40) and Great Commission (Matt. 28:19-20).

### **What does it mean to be "One Church in Two Locations?"**

While we know the comparison seems a little uncomfortable, practically, a multi-site church functions in a way similar to a multi-site business. Just as a restaurant or bank will add locations in new areas in order to reach new customer segments, we as a church are adding locations in different locales to reach lost people with the good news of the Gospel. It would not be feasible for all of Northwest Georgia to use one bank location or eat at the same restaurant. And instead of having dozens of independent churches—what would it look like to have a different independent bank on every corner?—we see the strength found in a unified body. Our desire is to take the Gospel to various neighborhoods using local congregations; thus our new campuses will be in different locations in order to reach different areas of northwest Georgia. Just as local





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bank offices can draw on the resources of the bank's headquarters, both Connect campuses will have the advantage of sharing our resources. Each will have its own schedule, its own staff, its own volunteers; yet will still be one body of believers known as Connect City Church. There will remain one Connect City Church budget, one elder team, one oversight team, one vision and one mission: making it simple for people to connect to God and each other.

The relationships that have been built between the people of Connect are vital and important to the unity of our church. Every effort will be made to continue to nurture and protect these relationships as we strive to continue to do life together as a family. There will be various ministries and church-wide events that we do as one body. The first of these, a quarterly Women's Gathering, will begin in November 2014 to provide all the ladies of Connect a chance to meet for fellowship (alternating between the Rome and Summerville locations) and to share in each other's journeys. Starting in March 2015, both campuses of Connect will come together for a monthly dinner, worship, and communion at our Summerville location.

### **How does a church stay true to its identity and maintain unity as a multi-site church?**

While the new campuses will look different in some ways from our current facility (due to the location, congregational make-up and cultural context), it will retain the same biblical principles that are a part of Connect City Church now. The most important factor in maintaining unity as one church in many locations involves the church having a crystal clear understanding of their DNA – their vision, mission and values. Continuity comes as this DNA is replicated from campus to campus and venue to venue. And as mentioned above, Connect City Church will be intentional about having monthly gatherings where all of our folks, distributed across the region, come together to break bread together and worship Jesus.

### **What are some of the advantages of a multi-site church?**

- 1) Assists in reaching friends and family unwilling to travel a great distance to church
- 2) Brings together the best aspects of larger churches and smaller churches
- 3) Increases the total number of available seats during optimal worship times
- 4) Overcomes geographic barriers when a church is unable to remain in its current facility
- 5) Enables untapped talent to emerge each time a new venue or site is opened
- 6) Mobilizes members of the body through an added variety of ministry opportunities
- 7) Improves a church's stewardship of funds and resources
- 8) Enables a church to extend itself into smaller niches
- 9) Models and trains people for church planting elsewhere
- 10) Provides a pipeline for the development of emerging leaders and future staff



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### **What does this mean for me? Will I be expected to go to a specific campus?**

As a member of Connect City Church, you are part of the mission “to make it simple for people to Connect to God and each other”— which is precisely the reason we desire to replant our church in Rome and Summerville. Specifically, this strategy makes it much simpler for you to invite your neighbor to one of our services. That does not mean, however, that you will be required to attend the campus that is closest to where you live. While you can expect the same teaching and worship environments at both campuses, we understand that many of you will choose to attend worship with the people you are close to and have built lasting relationships with. There will be no campus police at either location to determine your eligibility to worship at that venue. You are free to worship where you choose.

### **How will preaching and worship work? Will it be a video venue?**

While we desire to leverage technology to benefit our mission of making disciples, we also believe that the power of God moves best in face-to-face relationships where shepherding and authentic connection in community can occur. While we will be leveraging live, streaming video (with a few minutes delay) predominantly from Josh for the teaching time in Rome<sup>2</sup> at both campuses, the new congregation will have its own worship team and pastoral staff to lead the congregation and to interact with members individually.

### **Who will be leading each campus? How do I sign up to help serve or lead at each campus?**

Jared Pickard will be leading Summerville’s Campus. His number is 706-767-3361 and his email address is [jared@connectcitychurch.com](mailto:jared@connectcitychurch.com). Drew Burnett will be leading Rome’s Campus. His number is 706-266-2587 and his email address is [drew@connectcitychurch.com](mailto:drew@connectcitychurch.com)

### **Where will these new campuses be?**

#### ***Summerville***

Connect City Church has agreed in principle to purchase the shopping center behind BB&T Bank in downtown Summerville (where Fred’s and Attic Treasures are located). The space will have a 6,000 square foot multi-purpose banquet hall with a full kitchen, a 6,000 square foot education and children’s space, and a 5,000 square foot worship center. Because the additional 8,000

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<sup>2</sup> We recognize that this may be a concern, but we are confident that everyone will be very pleased with this strategy in the long run. Our staff and leaders are in consensus that this will be the best way to continue the mission of Connect. We will be sharing more details about the benefits of this strategy, details about the strategy itself, and ways we will overcome the limitations that video teaching creates as we continue through this process.



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square feet will be rented, our monthly mortgage payment should never be more than \$1,500 a month.

### **Rome**

God has not yet provided a location for the new congregation, and we are still in the planning stages. However, as we lift this up to the Lord, we are confident that He will provide the ideal space by the end of 2014. Our Rome budget for a facility is approximately \$1,500 a month. If you have any ideas, leads, or space to rent, please let Drew Burnett know (706-266-2587 or [drew@connectcitychurch.com](mailto:drew@connectcitychurch.com)).

### **How will we be kept up-to-date?**

Our Elders have committed to regularly keeping this in front of the church on Sunday mornings. We understand that without vision, things will fall apart quickly (Proverbs 29:18). However, Sunday is primarily about worshiping Jesus and the preaching of God's word; therefore, even a big issue like this should not monopolize our worship service. Connect City Church members and attenders should be prepared to be kept informed via the following methods:

- 1) **Facebook/Twitter Accounts & Weekly Newsletters** – We will use our online communication network as well as various print options to regularly communicate with you guys.
- 2) **Sunday Mornings** – Last, we will communicate progress as each Sunday allows. What is shared on Sunday mornings largely depends on the sermon context. The majority of details will be communicated as outlined in #1 and #2.

### **What If I am currently in leadership at Connect – will I still have my leadership role?**

Absolutely! In fact, this move means that we will see more people come together to worship Jesus, hear the Gospel, and serve our communities. We need leaders now more than ever. If you are a leader or volunteer at Connect City Church, not only do we anticipate that you will still be leading and volunteering, we believe that you will get to use your gifts in a more specific and strategic manner!

### **What about Connect Lafayette and Connect Lindale? How do they factor into this equation?**

At this point, both Connect Lafayette and Connect Lindale will be rolled up into the Summerville and Rome campuses, respectively. There may be renewed efforts down the road to launch additional campuses in these or other venues, but for now all of our combined efforts will be focused on the two main locations.



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### **What can you do to help?**

Be generous with your time, your money, and your talents. We are asking everyone to give generously to make this move a blessing to our communities. Once we open, commit to being at our church **EVERY SUNDAY** during the month of March for church services. We believe God is preparing us for something incredible. In fact, the first Sunday in April is Easter, and we believe many of your friends, family, classmates, and coworkers will be very interested in attending church with you on that day!

### **What if I don't feel good about this move?**

We strongly encourage you to pray through this question. Many congregants have had two years of memories attached to our current facility. Moreover, it was in our current facility that many of you made incredible decisions that have changed your life. We understand that there may be some grief associated with this change. **However, we do not believe that God would move us without a plan for every member of this church family.** If the prospect of moving causes you any distress, we encourage you to speak with one of our staff or your Small Group leader. We hope God will grant us unity moving forward as a single family into a new adventure.

### **Please contact Josh if you have any questions or concerns:**

Josh Roberts

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