



# CHURCH PLAYBOOK

*GROWING A HEALTHY CHURCH*



## YOU ARE CALLED. YOU ARE EQUIPPED. YOU CAN MAKE A DIFFERENCE.

God has called you to plant a church to reach those who are far from Christ in your community.

*Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit. Matthew 28:19 NIV*

We'd love to share the principles that leaders all over the world have used to successfully plant new churches and fulfill the Great Commission.



"The Playbook helps you stay focused on what matters most. It's a framework for creating a healthy organization with a clear mission and provides a roadmap for getting to the wins!"

– Randy Jones, [TheEdge.Church](http://TheEdge.Church)  
Clinton, Oklahoma

[WWW.IGNFAMILY.ORG](http://WWW.IGNFAMILY.ORG)

# SEEK GOD

## *WHAT IS GOD DOING IN AND THROUGH YOU?*

As a leader, your first priority is seeking God and growing closer to Him. God has to be the foundation of your life and church if you want your ministry to be vibrant.

### ***AS A CHURCH LEADER, STRIVE TO:***

- Know God intimately.
- Know your calling from God.
- Know and become who God has created you to be. Learn to leverage your strengths and identify your weaknesses through self-awareness, self-development, and self-leadership.
- Focus on building and maintaining a Christ-centered marriage and family.
- Have consistent accountability.

CHECK OUT the “Growing a Healthy Church” reading plan in the YouVersion Bible App.  
Text HEALTHY CHURCHES to 75433 or visit [go2.lc/HealthyChurches](https://go2.lc/HealthyChurches).

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# CREATE VISION

## *WHAT IS THE PURPOSE OF YOUR CHURCH?*

Establish the core values, focus, and mission of your church. Clarity in these areas will help you lead with consistency and confidence.

### ***ANSWER THESE QUESTIONS:***

- Why does your church exist?
- What is your church's unique niche or strength?
- What is your church trying to accomplish?
- What would a 'win' look like for your church?

Let these answers drive what you do and, even more importantly, what you don't do.



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# BUILD A TEAM OF LEADERS

## *WHO WILL HELP YOUR CHURCH SUCCEED?*

You will not build a ministry alone. God has already picked a team of people for your church.

Find people who complement you and the vision of the church. Do not compromise on the vision, but be open to ideas on how to structure and fulfill the vision. Let people give feedback and listen to the burdens and passions God puts in their hearts.

## *IDENTIFY THEM // EQUIP THEM // EMPOWER THEM // COACH THEM*

- Cultivate a leadership pipeline by identifying and training leaders.
- Delegate authority and ministry responsibilities, don't just delegate tasks.
- Don't hire too quickly or release people too slowly.
- Hire and evaluate performance based on your values and culture.
- Put relationships before results. Be driven, but never at the expense of relationships.

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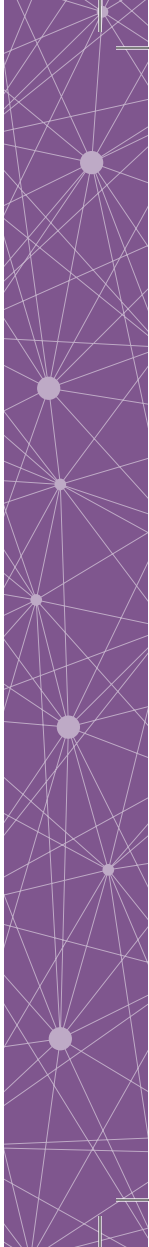
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# KEEP IT SIMPLE

## *WHAT ENVIRONMENTS AND IMPRESSIONS WILL YOU CREATE TO SUPPORT THE CHURCH'S VISION?*

Clarify your vision before you begin planning experiences—we call it “the why before the what.” Experiences are any interaction a person has with your church including weekend services, worship, children’s ministry, volunteer service, small groups, website, branding, communication, and web and social interactions. And, they should all support the church’s big-picture vision.

### *TRY THESE STEPS TO KEEP “THE WHY BEFORE THE WHAT:”*

- Identify the audience for each area of ministry.
- Make evangelism your primary strategy for weekend services.
- Do few things and do them with excellence. Some examples:
  - **Children’s ministry:** Create a clean, safe environment and engaging learning experience that guides children toward your overall vision and sends them home happy.
  - **Worship:** Offer passionate worship through excellent music and sound quality.
  - **First impressions:** Create excellent guest experiences from the parking lot to worship and teaching.
- Use stage communication to cast vision and values.
- Follow up quickly with first-time guests, givers, those interested in more info, recent salvations, etc.
- Have a clean, easy-to-navigate website that clearly reflects your vision and values.
- Have a clear and engaging social media strategy.

Plan, prepare, and practice every touch point in your church—every communication is a chance to reinforce and reaffirm your vision and values.

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# LAY A SOLID FOUNDATION

## *HOW WILL YOUR STRUCTURE SUPPORT YOUR VISION AND TEAM?*

Effective processes and structure are like your circulatory system—it's not something you see, but it creates a flow among all the areas of your church.

- Establish strong financial principles: create margin, build confidence, save, and talk about return on investment (ROI).
- Demonstrate generosity: a generous church will attract and produce generous people.
- Create a responsible, practical budget: example, 10% missions, 35% salaries, 35% facilities, 20% operations and ministry.
- Prepare your church legally: articles of incorporation, employer identification number or federal tax identification number, bank account, 501(c)3, bylaws, CCLI music licensing, insurance, background check process.
- Establish a healthy staff-led governance structure.
- Identify, measure, and celebrate key statistics with Church Metrics, a free tool. ([churchmetrics.com](http://churchmetrics.com))
- Streamline and simplify everything you do.
- Evaluate policies regularly, and discontinue ineffective ones.

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## GO INTO ALL THE WORLD.

God gave us, the Church, the calling and He will help us as we go.

In John 17, Jesus prayed for the Church,

*“My prayer is not for them alone, I pray also for those who will believe in me through their message, that all of them *may be one*, Father, just as you are in me and I am in you. May they also be in us so that the world may believe that you have sent me.”* –John 17:20-21 (NIV)

At the Logos Global Network of Christian Ministries, we’re so excited to work together as one to reach the world for Christ.

We truly can grow further and faster together.



*COME JOURNEY WITH US*

[www.LGNfamily.org](http://www.LGNfamily.org)