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HOW TO GET YOUR MOVEMENT MOVING

Recruiting

Definition: Discovering and developing the leaders God is calling to start new churches

Key Building Blocks for System Development

1. Attitude: What attitude or thinking needs to be fostered or corrected?
 - Spotter not a seller
 - Developer not a negotiator
 - From working the same old fishing pools to creating new ones
 - Mental shift from scarcity to sufficiency
 - Spiritual Dependence – Luke 10:2
2. Behaviors: What are the behaviors that reflect ownership and commitment to the system?
 - Recruitment is embedded into every action of the organization
 - Organizational branding is a factor in making your tribe desirable to prospective church starters
 - 24-Hour Rule: Prospects must be followed up on promptly
3. Sequence: How? What steps need to be taken?
 - Formation of an organizational discovery and development funnel. Aware, contact, prospect, apprentice, planter, multiplier.
 - What are the steps to becoming a church planter? Make this as clear as possible.
 - What are the steps to becoming a church multiplier? Make this as clear as possible.
4. Clarity: Where? When? Who?
 - What organizational habits do you need to form?
 - How will you tell your stories?
 - Whose stories will you tell?
 - When will your stories be told?
 - Who is the champion for your recruiting system?
5. Execute: How is the sequence working?
 - What are you already doing that can be part of the foundation of a next level recruiting system?
 - What can you do in the next 30 days to move toward a robust recruiting system?
 - What can you do in the next year?
 - What is your five-year plan?

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6. Results: What are we measuring?
 - Progress in your funnel categories
 - More and better church planters
 - More from the harvest

7. Culture: What is the impact on the attitudes, behaviors and heart of organization?
 - Recruitment becomes organizationally intuitive
 - New fishing pools are created
 - Future harvest is increased
 - Missional progress is accelerated

8. Key Components
 - Recruiters & Developers
 - Fishing Pools & Fishing Strategies
 - A clear organizational pathway that empowers potential start-up teams to understand the phases of the start-up journey (samples)
 - Development Opportunities
 - Internships & Residencies (samples)
 - Marketing Strategy (samples)

9. Accelerators (Best Practices)
 - Finding and empowering more recruiters and developers
 - Comprehensive discovery process that maximizes every organizational opportunity (publications, annual meetings, regional meetings, podcasts, social media platforms, video stories, etc.)
 - Discovery begins at the cradle and continues through deployment as approved starters
 - Have a robust and appropriate strategy for every fishing pool (i.e. 60-year-old district leaders who have never planted a church may not be the best voice for inspiring seminarians to consider being a church starter)
 - Activating marketplace leaders
 - Create multiple options for development (internships, apprenticeships, residency churches, short term missions, on-campus clubs/meet-ups, etc.)

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Recruiting Worksheet

Draw out your organization's recruiting pathway or funnel.

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SWOT Analysis of your Recruiting Pathway

Strengths

Weaknesses

Opportunities

Threats

Coaching Questions

Can any of your strengths help with improving your weaknesses or combating your threats? If so, please describe how below.

Based on the information above, what are your immediate goals/next steps?

Based on the information above, what are your long-term goals/next steps?

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SAMPLE

Converge MidAmerica Church Planting

Church planting leaders around the world recognize Converge as one of the most effective church planting movements. Converge Church Planting achieves a success rate of over 85% by:

- assessing potential church planters
- effectively coaching for success
- managing environmental risk factors
- enlisting parenting and partnering churches

Pathway to Planting



Connect

Discover what Converge is all about and how we can serve you as a church planter by checking out information on our website and then contacting [Katie Nelson](#). She'll ask you for a resume and preaching sample, so work on getting those prepared.



Initial Interview

Time to really get to know each other either by phone. Together we'll set a date and time to talk.



Personal Profile

You'll be asked to fill out a church planter's profile and provide six references. This helps us get a better picture of your church planting possibilities and background.



Pre-Assessment

Now it's time to clarify and harmonize with one of our [Regional Directors](#). You'll have opportunities to ask questions and dive deep and we'll be able to share our expectations for you, your planting team and the church plant.



Assessment

At Converge, we believe that church planter assessment is one key factor to our movement's church planting success. [The four-day experience](#) for planters and their spouses is facilitated by a highly qualified assessment team and is offered at various times and locations throughout the year.

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Proposal

Zero in. You'll prepare a detailed proposal covering your prospective church planting area, target group and any specifics of the church planting project.



Formal Call to Plant

Following the acceptance of your proposal, your regional church planting team or an area lead team will issue a formal call as a church planter. This will include a meeting where you go over an expectations agreement with your Regional Director.



Training

Upon your acceptance of the call, you'll be connected with an experienced church planting coach to help you and your team get moving. We'll also provide you with strategic resources to guide you in starting your new church ministry.



Raise Support

You and your team will raise both prayer and financial support. Your planting coach and regional team will actively be involved in this important process.



Plant a Church

The pre-planting process is complete but the really challenging work is just beginning. Our systems provide ongoing coaching and resources to church planters and their teams, even after their new churches are planted. But don't stop here. Remember...healthy churches plant churches. It is never too early to begin thinking about planting again.



Join a Network

Our Regional Directors sponsor four gatherings throughout the year to encourage pastors, planters & teams and to raise the missional temperature in their regions and fuel our multiplication movement.



Join a Senior Pastor Coaching Group

These supportive groups meet six times a year to help you strategically think through your ministry and to assist you in breaking the critical growth barriers you will face. Remember: healthy leaders plant healthy churches who in turn plant healthy churches.

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Leader Reflection Worksheet

These are my 3 “must wins” of the week:

- 1)
- 2)
- 3)

What “habit of the heart” am I using this week to connect with God?

What “habit of the mind” am I using to keep my mind healthy and alert?

Who are a few people in my professional life I need to check in on this week?

What is my sense of what God is saying to me right now? What scriptures is he giving me?