

Launching a Mental Health Coaching Ministry - 1 Year Launch Plan Checklist:

Phase 1 - Explore (90 Days):

Target Start Date: _____ Target End Date: _____

- ☐ Prayer
 - ☐ Identify an intercessory prayer team.
 - ☐ Intercessor Name & Phone Number: _____
 - ☐ Intercessor Name & Phone Number: _____
 - ☐ Intercessor Name & Phone Number: _____
 - ☐ Intercessor Name & Phone Number: _____
 - ☐ Intercessor Name & Phone Number: _____
 - ☐ Meet with intercessors.
 - ☐ Date: _____ Time: _____
 - ☐ Date: _____ Time: _____
 - ☐ Date: _____ Time: _____
 - ☐ Date: _____ Time: _____
- ☐ Needs Assessment
 - ☐ Church Needs Identified
 - ☐ _____
 - ☐ _____
 - ☐ _____
 - ☐ Community Needs Identified
 - ☐ _____
 - ☐ _____
 - ☐ _____
- ☐ Research and Identify Training
 - ☐ Possible Training Researched: _____
 - ☐ Possible Training Researched: _____
 - ☐ Possible Training Researched: _____
 - ☐ Training Selected: _____
- ☐ Present Ministry Proposal
 - ☐ Develop Ministry Proposal
 - ☐ Schedule Meeting with Appropriate Leaders
 - ☐ Prepare Materials (Needs Assessment Report, Training Summary, etc)
 - ☐ Present Ministry Proposal
 - ☐ Receive Leadership Approval
- ☐ Recruit, Interview, & On-Board Potential Team

- ☐ Individual Name & Phone Number: _____
- ☐ Individual Name & Phone Number: _____
- ☐ Individual Name & Phone Number: _____
- ☐ Individual Name & Phone Number: _____
- ☐ Individual Name & Phone Number: _____

Phase 2 - Build

- ☐ Outline Ministry Goals
 - ☐ Goal: _____
 - ☐ Goal: _____
 - ☐ Goal: _____
- ☐ Outline Ministry Structure
 - ☐ Create Ministry SOP
- ☐ Organize Tracking Systems
 - ☐ Scheduling
 - ☐ Monitoring
 - ☐ Reports
- ☐ Outline Training Schedule
- ☐ Schedule Training Checkpoints
 - ☐ Introduction Date: _____ Time: _____
 - ☐ Checkpoint 1 Date: _____ Time: _____
 - ☐ Checkpoint 2 Date: _____ Time: _____
 - ☐ Checkpoint 3 Date: _____ Time: _____
- ☐ Register Team for Training
 - ☐ Name: _____ Date Registered: _____
 - ☐ Name: _____ Date Registered: _____
 - ☐ Name: _____ Date Registered: _____
 - ☐ Name: _____ Date Registered: _____
 - ☐ Name: _____ Date Registered: _____

Phase 3 - Train

- ☐ Train Team
 - ☐ Name: _____ Date Completed: _____
 - ☐ Name: _____ Date Completed: _____
 - ☐ Name: _____ Date Completed: _____
 - ☐ Name: _____ Date Completed: _____
 - ☐ Name: _____ Date Completed: _____
- ☐ Finalize Forms and Processes
- ☐ Finalize Structure Documents

- ☐ Create Marketing Materials
 - ☐ Website
 - ☐ Cards
 - ☐ Brochures
- ☐ Introduce Ministry to Church
 - ☐ Scheduled Staff Meeting Presentation Date: _____ Time: _____
 - ☐ Staff Meeting Presentation Completed
 - ☐ Scheduled Leader/Volunteer Presentation Date: _____ Time: _____
 - ☐ Ministry Leader & Volunteer Presentation Completed
 - ☐ Launch Weekend: Date: _____ Time: _____

Phase 4 - Launch

- ☐ Implement
- ☐ Assess
 - ☐ Meet Team
 - ☐ Meet with Church Leadership
 - ☐ Review Evaluations
- ☐ Revise
 - ☐ _____
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 - ☐ _____
 - ☐ _____
- ☐ Retrain
 - ☐ Training Scheduled: Date: _____ Time: _____
 - ☐ Training Completed: Date: _____ Time: _____