

Your Roadmap to Launch Day

Building a Strategic Calendar



THIS IS WHAT HEAVEN SOUNDS LIKE

Lesson Overview

The purpose of this teaching is to give a detailed timeline for the recruiting process leading up to your launch day.

It will organize what should take place in three different phases.

Each phase will contain a detailed schedule, an overview of what is happening during that phase, and a brief description of the phase.

Lesson Overview



“Begin with the end in mind.”

Stephen Covey

“Write down the revelation and make it plain on tablets so that a herald may run with it.”

Habakkuk 2:2 (NIV)

Write It Down

Start with the end in mind

Decide in advance so you make better decisions in the moment.

Creates urgency. When your next launch party is three weeks out and no venue is booked, you act.

Builds credibility. You can tell your team what's coming, when, and why.

It's biblical. Habakkuk 2:2 is your mandate to build a strategic plan.



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Overview of Phases

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Recruiting Phase: Six Months to Launch Day

Your main goal here is to have amazing launch parties.

Launch Team Phase: Two Months to Launch Day

Your main goal is to solidify your launch team.

Launch Prep Phase: One Month to Launch Day

Your main goal is to prepare for launch day.





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Your Launch Date

Your Anchor Date

Start here, work backwards

Fall planters: the Sunday after Labor Day weekend.

Spring planters: the Sunday after Martin Luther King Jr. Day weekend.

There are other great dates based on your community and local school schedule.

Why These Two Weekends

Launch when people are in town

No holiday weekends. You want people present and paying attention.

Build your base before the holidays

You get the most Sundays possible before the holiday and vacation season.

Protect second-Sunday momentum

Avoid a launch where half your new attendees are gone the next week.

Make room for 21 days of prayer

Both dates give you and your team time to be spiritually ready.





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Recruiting Phase

6 Months to Launch

Focus: launch parties

Throw at least one amazing launch party a month.

One well-promoted, well-resourced party a month gets better results than one every other week.

Spend the rest of the month following up with the people you met. Follow-up is where relationships are built.

What Happens in Phase One

Recruiting website is live

Built around three calls to action: pray, join, and give.

Fundraise consistently and relentlessly

It's the number one reason planters struggle. Write down every name and follow up.

Secure your venue at least three months out

Order your equipment at the same time. Lead times are getting longer.

Meet with area pastors

Come with humility: you're not the greatest church in town, just the latest.



Phase One Milestones

Time to launch	Raised	Adults on team	Of target
6 months	\$40,000	18	20%
5 months	\$80,000	36	40%
4 months	\$120,000	54	60%
3 months	\$160,000	72	80%
2 months	\$200,000	90	100%

Targets for \$200,000. These are targets, not ceilings.



Your Monthly Recruiting Rhythm

Week 1

Outreach and
Launch party
promotion and
prep

Week 2

Launch party

Week 3

Dinner parties
and
Follow-up in
one-on-one
meetings

Week 4

Team meeting
to prepare the
next launch
party

Send everyone from the launch party to a follow-up meeting, not to leadership meetings. Keep them focused on attending and inviting to the next party. The launch team starts meeting weekly in the next phase.



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Launch Team Phase

Your Team Comes First

8 weeks to launch day

Keep fundraising and adding people, but your launch team is now your top priority.

Run one or two more launch parties if your team isn't where it needs to be.

Move from your recruiting site to your full church website.



Plan a Serve Day

- Show your city you love them before your first service.
- Make it high-visibility, high-impact, and low-cost.
- Serve a school, clean up a neighborhood, or give something away at a community event.
- Resources at [ServeDay.com](https://www.ServeDay.com).
- Read *Servolution* by Pastor Dino Rizzo.

8 Weeks to Launch

Launch Team Meeting 1

Vision, Culture, and Launch Day

Paint a vivid picture of your church and what launch day will mean.

Target: about 90 adults and \$200,000.

Close every meeting with encouragement to give, pray, and invite.

7 Weeks to Launch

Launch Team Meeting 2

Biblical Leadership Principles

You're building leaders, not just volunteers. Teach what it means to lead like Jesus: humility, integrity, and a servant's heart.

These people will carry your church's culture for years. Invest in them deeply.

6 Weeks to Launch

Launch Team Meeting 3

Growth Track: Become a Member

Share your story, your beliefs, and how your church operates, serves, and makes disciples.

Continue fundraising.

5 Weeks to Launch

Launch Team Meeting 4

Growth Track: Discover Your Design

Help each person discover their gifts and passions and connect them to a launch day role.

Have Yourteam.Church up ad running.

The goal isn't to fill slots. It's to help people serve where they will thrive.



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Launch Prep Phase

Everything Points to Launch Day

Every message points to launch day

Social posts, emails, and texts all carry your date, time, and location. Put them front and center on your website.

Send your mailer

Physical mail still works. Don't skip it.

Don't promote practice services

No preview services for friends and family. You get one grand opening. Protect it.



21 Days of Prayer

Lead your team in prayer

Teams who pray together arrive on launch day with more unity, focus, and faith.

Use Church of the Highlands resources: stream them or add your church's name.

Get the Pray First app for your whole launch team.

Highlands gives you a shoutout, and thousands pray for your church.

4 Weeks
to Launch

Launch Team Meeting 5

Join Your Team

Team leaders train people for the teams
their gifts and spiritual strengths point to.

Keep adding to the team and fundraising.

3 Weeks to Launch

Launch Team Meeting 6

Final Rally

Rally the troops, pray together, and share scripture.

Go over final details for your practice services.

Option to do 3 practice services.

2 Weeks Out: Practice Services

Hold two practice services

One on each of the two Sundays before launch, for your team only. More is great too.

Run every element

Kids check-in, announcements, worship, message, slides, offering. You're rehearsing a production.

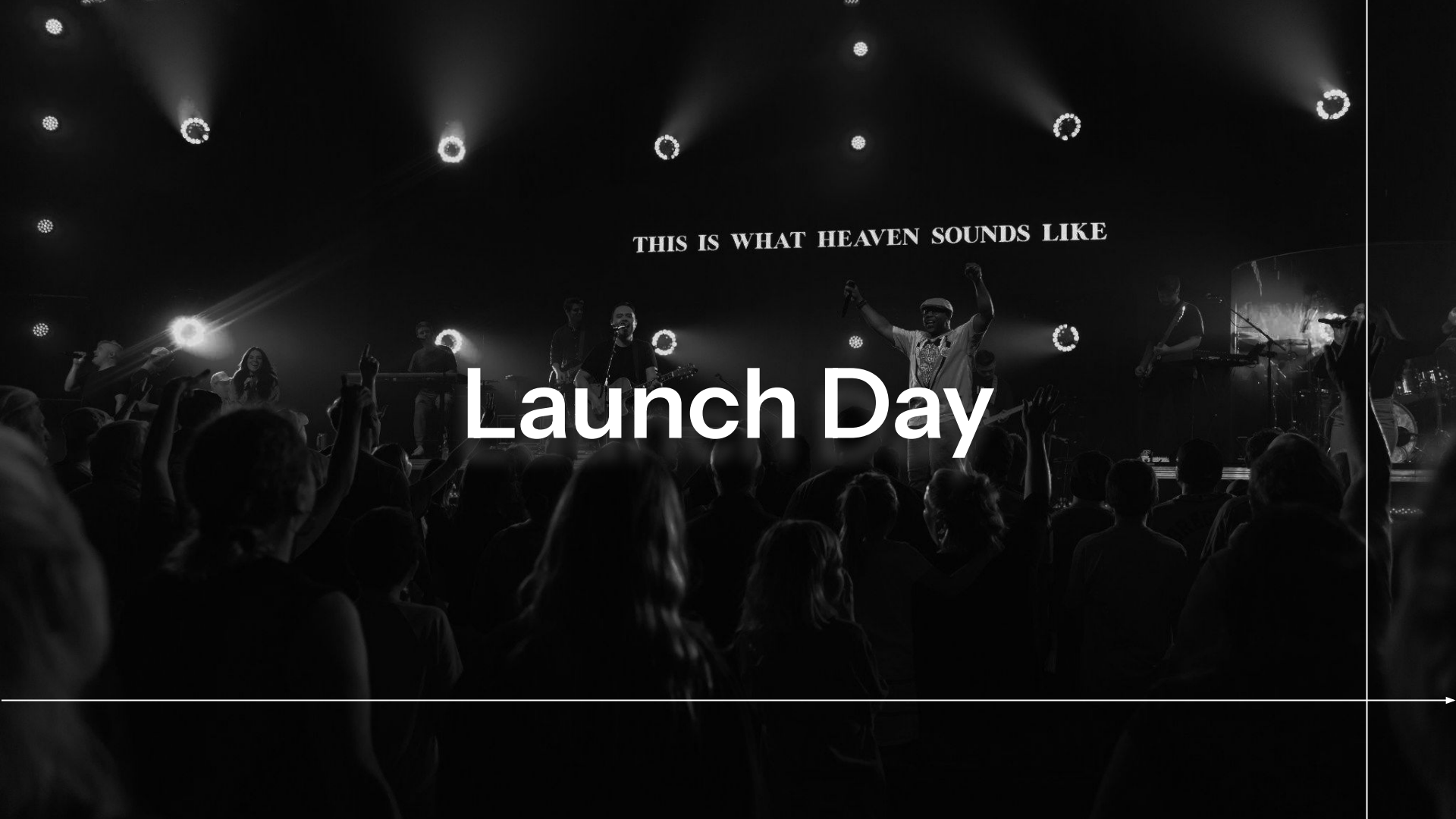
Register your team's families

Get them in your system so kids and volunteer check-in move fast on launch day.

Evaluate together

Celebrate what went well, find what needs to improve, and make the adjustments.





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Launch Day

Summary: Three Phases to Launch

Recruiting Phase: six months

Focused, relentless recruiting through launch parties, fundraising, and relationships.

Launch Team Phase: two months

Develop your people, build your culture, and complete your funding requirements.

Launch Prep Phase: one month

Point everything toward launch day. Practice, prepare, execute, then celebrate.





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Launch Roadmap

Build Your Timeline

Then go do the work

Start with your anchor launch date and work backwards.

Assign a focus and a goal to every week.

Use the milestones as checkpoints.

A Strategic Calendar

Deadlines and Commitments

Create a framework for each month.

Add in the big rocks.

Give everything a due date.

Fill in the details.

Add tasks.

Make adjustments

“God will give you the faith
you need when it's time to
take the step.”

Build *the* Church