



PARTNERSHIP DEVELOPMENT

Principles

Be...

- **Prayerful** – Pray to the Lord of the harvest
- **Proactive** – **DO THE ASK!**
- **Participating (Cooperating)**
Territorialism – get over it! We are in this together.

Make it a **PRIORITY!!!**

Budget your time and resources for partnerships

How To

When To Find Good Partners

When at all possible, secure partnerships prior to coming to the field
(Do Not Wait)

- Determine focus community
- Develop initial plan and proposals prior to moving to the field [in our system, this is the planter's responsibility]
- Do as much planning, recruiting, partnering, resourcing, and design as possible while you have a steady income (do this with integrity and permission) – “out of sight out of mind” [See Decided Process.doc]

Continue finding/nurturing partnerships while on the field
[Partnership Trips/Vision Tours]

Where To Find Good Partners

Relationships!!! I am discovering more and more that people partner with those they know. The planter's relationships are key. If they don't have anyone who believes in them enough to support them, then maybe they should not be planting.

- PLANTER'S RELATIONSHIPS
- Strategist's relationships
- Associational, Convention, NAMB relationships
- Churches/Associations
- Church Plants (today's plants...tomorrow's partners)
- Shepherd to Shepherd

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- Dying Churches
- Individuals
- Foundations/Grants (See CP DVD)
- Businesses
- Seminaries
- Other Church Planting Networks
[A29, Mosaic, CEA, American Baptists (Conservative), etc.]

What Kind of Church Partners?

(churches are still the primary partners)

- Partners not mother churches
(church plant is a full church from day one)
- Multiple partners—local and national (6 or more for most plants)
- Lead partners—local and national (you need an advocate)
- Covenants: Good bridges make good neighbors

What is Expected of Planters

- Prayer for partner church and the church plant
- Communication (monthly prayer/update newsletter)
- Cooperation with association, state, SBC
- Diligence/Faithfulness/Effectiveness – Do the ministry God has called them to do.

What is Expected of Partners

Pray - **Prayer Support**

Play - **Mission Involvement**

- Short-Term Mission Groups
- Internships
- Team Members/Pioneer Families and Individuals (lifelong)

Pay - **Financial Support**

Parlay - **Partnership Advocacy**

Direct Mission Involvement is what connects Christians with God's church plant...the resources will follow.



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Pay (Financial Support)

- “Show me the money”:
 - For our true partners this is a requirement
- NAMB/NWBC are awesome but not enough
- Two kinds: Upfront and Monthly
- Those connected with the planter or who “really get it” are more likely to support personnel costs

How Long?

We seek partners for as long as it takes plus starting a new church together

- Partner regardless of style
- End partnership only for biblical, ethical, or misalignment reasons (See Sample Covenants on DVD)

How Much?

As much as it takes...

- Give according to each partner’s ability
- Sending / Multiplying Church
 - Takes major role
 - Ideal: Assumes primary responsibility for finding more partners
- Committing strong resources encourages more giving
- For ideas on raising more mission dollars in your church, see www.bit.ly/stroope

The 4th “P” : Parlay

Develop Coalitions

KEY QUESTION: Who do you know that I need to know?

Activity 1: Mind Mapping

Use Mind mapping to...

- Make a list of individuals who might support your church plant.
 - Core values:
 - Do the Ask
 - Don’t say “no” for people
- Identify churches that might partner
- Consider other possibilities...foundations, seminaries, businesses
- Brainstorm about people that you know and who they know

Activity 2

Prioritize your prospective partnerships

1. God-identified
2. Potential impact
3. Receptivity

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Trips: Go and Come

- GO: Use Partnership Recruiting Trips to stir up new relationships and solidify existing ones
- COME: Whenever possible, have partners visit you on a Vision Tour

Before Partner Trips

- Develop prayer support
- Have a solid plan
 - Mind Map your plans
 - Develop materials and video that tell a story
 - Be prepared to receive gifts from DAY 1!
- Prepare 3-, 10-, 30-minute presentations
- Seek advocate for each partner area
- Call partners about sending materials
- Set appointments and secure logistics

During Partner Trips

Sample Schedule

Saturday

- Coordinate with your advocate / host
- Meet with potential planters / team members
- Host meal or dessert with multiple partners

Sunday

- Sunday School classes
- Morning worship presentation
- Lunch with individuals
- Afternoon committee presentations
- Evening worship service
- Late night follow-up meal or dessert

Monday & beyond

- Individual appointments with pastors
- Many associations have Monday pastor lunches
- Visit schools or networks gatherings to meet potential planters / team members

What to Do:

- Network Leader or Sending Church pastor: Can be an advocate
 - Can raise the bar
 - Provides examples of how to give
- Share materials, story, vision
- Offer opportunity to be a part of what God is doing
- Do “the ask” (be specific)
- Don’t say “no” for people
- Ask big - Resources begat resources
 - Set the bar high
 - Don’t poor mouth
- Key Question: **“Who do you know that I need to know?”**
- Set a response time and follow-up plan

Never underestimate the power of NOW.



After Partner Trips

- Communicate, **Communicate**, **Communicate!!!!!!**
- Provide additional materials as needed
- Be available for mission team meetings or mission conferences
- Follow-up and *expect* them to follow through

Vision Tours

- Fulfills significant goal of getting partners to your field
- Provide online information/registration
- Mobilize advocates to recruit participants
- Utilized advanced materials to allow potential partners to narrow the field of planters
- Provide in-person or web-based orientation for participating planters

Tour format

- 2-day format. Can be multiple tours at once
- Each tour: 4-6 partners visiting 4-6 plants
- Orientation: Introductions, area overview, spiritual climate, church planting stories, multimedia.
- Gift bags with snack, water, local items, partnership materials, thumb drive.
- Tour church plants. 2 to 3 / day.
- Have each planter available from the previous location's ending point.
- Have GOOD meal at end of day 1

Planter presentations/tours

- Spend very little time inside
- Driving tour while describing community and need
- Emphasize stories
- Make stops to meet team members, meet people impacted by the plant, view important locations
- Have someone pick up the planter at the end of the tour so the tour does not have to double back

Debrief & Commitment

- Ideally led by a key partner
- Find out what each partner is thinking
- If they are not ready to make a commitment, request that they make one within 30 days
- Ask them to commit to Pray, Play, Pay, and Parlay
- Use response forms or good note taking to capture results
- When commitments are made, connect planters completely with partners

Next Level Partners

- "No" means "Not Now"
- Ask Partners to "close the gap"...on your shortfall
- "Former" partners will still give to stuff
- Don't forget about year end

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Partnership Materials

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What Materials Might You Need?

- Video/PPT/Prezi
- Network Packet
- Church Prospectus
- Websites/Blogs/Facebook Groups
- HUB Brochure
- Partner Catalog

Printed Materials: Bookmark, Brochure, Prospectus, Plan/Vision Tour Guide

- Be sure to include full contact information in all written materials
- Be prepared to receive contributions from day one

Bookmark / Prayer Card

[Given to anyone and everyone]

- Simple, colorful, glossy cardstock
- Public/Partner Website & Giving Page

Brochure

full-color w/photos, 1 page, mass produced brochure

[Given to anyone and everyone]

- Need
- Planter Information
- Our Story (Calling)
- Vision, Mission
- Partnership
- Specific Financial Needs
- Contact information

Prospectus

warm & fuzzy, full-color with photos

[Given to key leaders/contributors]

- Opening Page/Cover Letter
- About Us (Info about planter, spouse, and family)
- Our Story (Calling)
- Need (community description and church plant justification)
- Mission, Vision, Values
- You Can Make A Difference
- Timeline
- Budget / Start-up Needs
- **Correct** Contact Information
Including how to give online and via mail
- Websites!!!!
- Business Cards / Response Form



Vision Tour Booklet

- Schedule
- Welcome letter
- Information about area and church
- Launch / Startup Strategy
- Income Projections
- Budget
- Team Members information
- How to partner

Church Planter Catalog

- Used by Network to intro multiple planters
- Introductory letter
- Websites listed many times
- Information on each planter
 - Church plant name, location and contact info
 - Planter's family photo and names
 - Information about location, plant, and planter

Online Materials

- Public Website (examples: www.summitlifeseattle.com)
- Network/Denomination Website (www.nwbaptist.life, www.nwplanting.com, www.seattlechurchplanting.com)

Key resources for developing these websites:

- Public Websites and Denominational/Network Websites: www.cloversites.com (Let them know you heard about it from us, a discount may be available)
- Partnership Websites: www.brandswivel.com

E-Newsletter

Mailchimp, Constant Contact, iContact, Attain Response (imbedded video)

- Inexpensive or even free
- Layout formatting with photos
- Self-manages email address
- Easily shared with others
- Easy to link to giving site by placing "Give Now" button at top and bottom
- Link to websites
- Track responses

Social Media/Texting

Find someone who will stay on top of it

- Used timed releases of information
- Keep partners informed of real time major events and prayer requests
- Link to online newsletter, websites and giving
<https://clearstream.io/> - provide free texting for first year plants/replants

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PowerPoint Presentation/Video

[Bring a copy on a USB drive or put all of your partnership materials in a Dropbox folder and create a [bit.ly](#) link to share with potential partners so they can view and also share with others.]

- Present the need
- Describe what has been happening
(previous church plants or other history)
- Show what is coming (new church plant)
- **DO THE ASK!**

Activity: Mileposts

- Determine who needs partners—You or your planter/plant?
- Determine components of overall partnership strategy (see Decided Process.doc)
- Create Mileposts for development of materials
- Determine Mileposts for implementation of partnership development

Activity: Calendaring

Consider your partnership development strategy for the next 12-18 months.

Key Resources:

Jeanette Fanai, churchnetworkhub@gmail.com 206.412.2576

Natalie Hammond, Natalie@nwplanting.com, 425.640.3676

Church Planting Resources!!! bit.ly/cpresources

Final Thoughts

*Be diligent
Be effective (repeat partners)
Parlay your partners for others
Above all, pray for God's provision*