

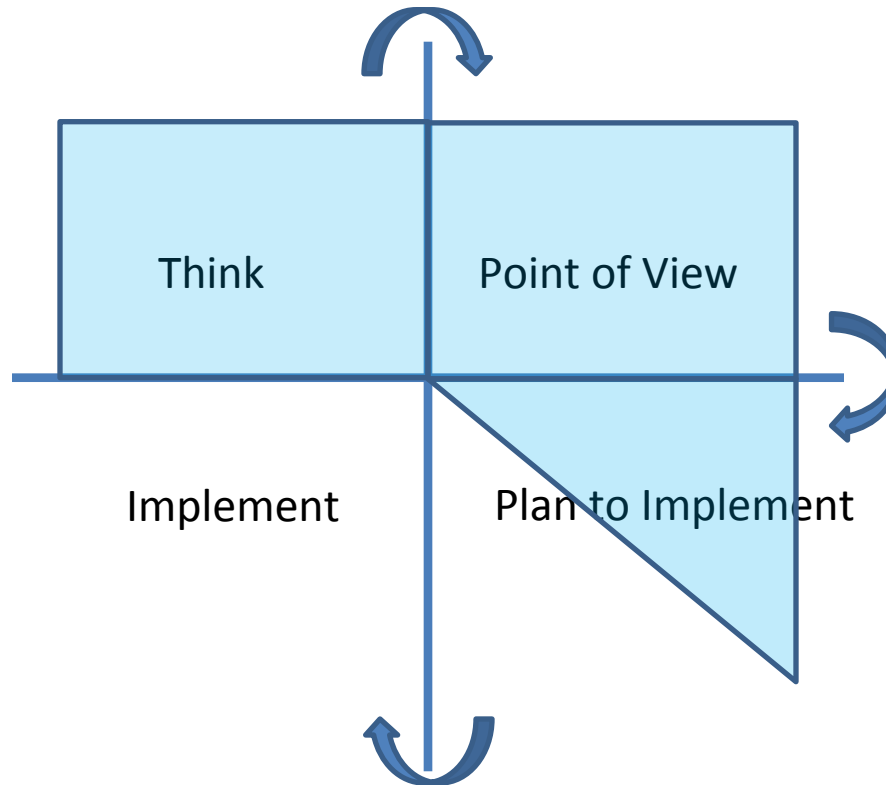
Alive Growth Strategy

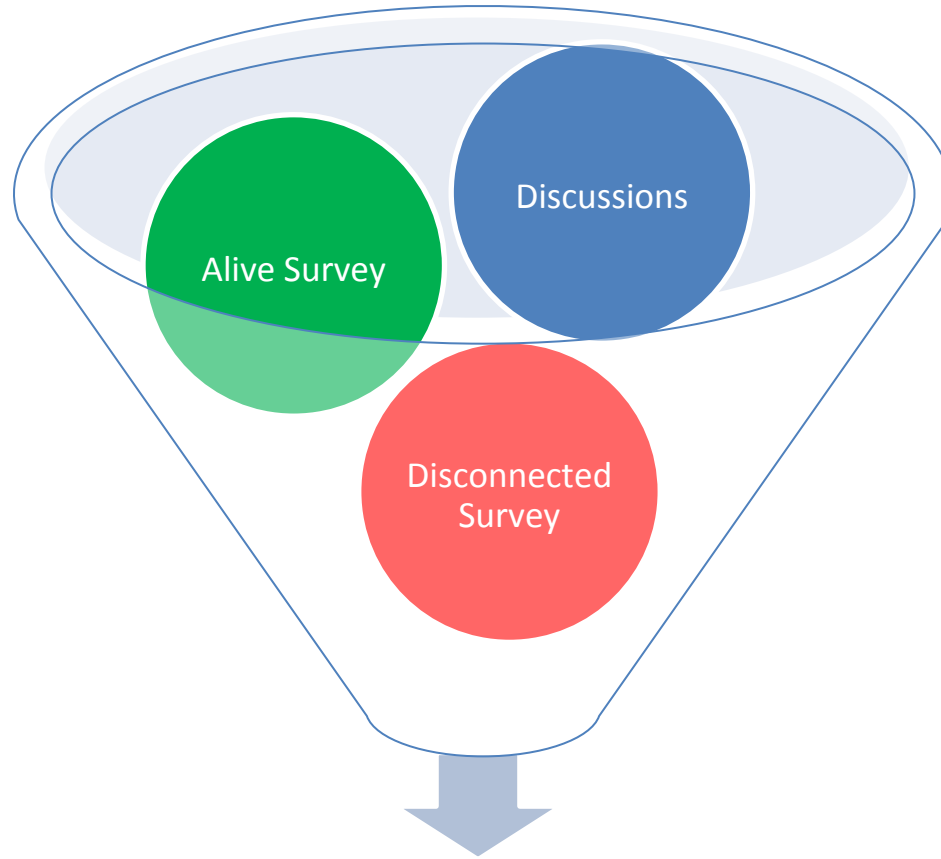
Central Question:

How can Alive best connect with the next 800 people in our community who are (or feel) disconnected from Christ.

Alive Growth Strategy

Scope of this team





Point of View /
Recommendation

Discussions – Key Points

CRC Advisors: Samantha Huizenga and Al Mulder

- There are many Growth models and there is no one right answer.
- Don't think about how to get people to Alive...think about how to get them to Christ.
- Church is 24/7. We need to Learn to think and be different
- Church is not only what we do here....it is also what we do out there.
- DNA is important.
- Spread like a virus

Discussions – Key Points

Facilities research team

- Became clear that without direction on size, team was off to a false start – frustration.
- This gave birth to the “growth strategy team” vs. “Facilities Research team”.

Fairhaven Leadership

- Single board governs all its satellite locations
- Multiple branding (True-Life, Harbor Lights, etc)
- Nest pastors for at least 6 months at main campus with specific benchmarks before sending off to start up new location (Shepherd with sufficient flock to support)

Brainstorming Options

- 1) Add on at our current site (buy carwash...)
- 2) Use Schools as a satellite space
- 3) Use a house church model (satellite locations)
- 4) Buy property and build a new larger building
- 5) Buy a larger existing space and move
- 6) Start a plant (buy another small building)
- 7) Merge with another group and assist in a rebuild
- 8) Multiple campus model – live
- 9) Multiple campus model – simulcast
- 10) Meet at a different time – Saturday night?
- 11) Reach a diversified culture – Latino?
- 12) Help a struggling church rebuild (takeover model)
- 13) Create a community center with Christ being the center piece

Brainstorming Options

Clearly lots of options – so next step

Time to seek input from....

- Those attending Alive
- Those not attending Church (unchurched) and who are or feel disconnected from Christ

As the following results will show, it was

“A tale of two surveys.....”

Alive Survey

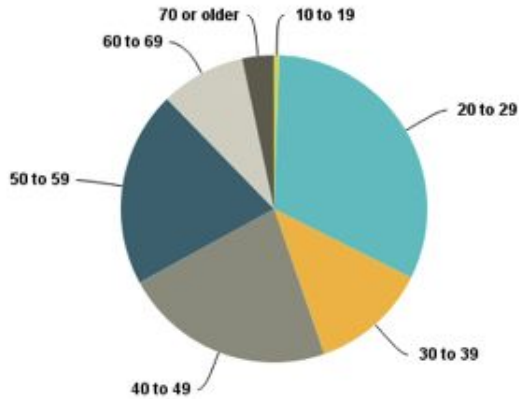
180 responses which represented 22%-28% of congregation

- 70% of respondents attended > 2 years
- 2/3 of respondents were female
- Age of respondents
 - 32% 20-29
 - 23% 40-49
 - 20% 50-59(a bit surprised 30-39 did not have significant response)

Alive Survey

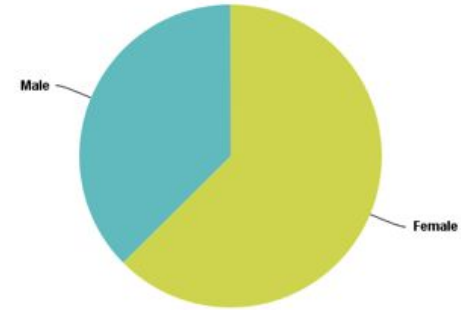
Q1: What is your age?

Answered: 179 Skipped: 2



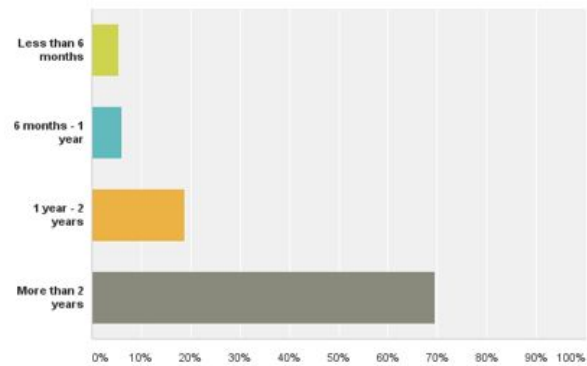
Q2: What is your gender?

Answered: 179 Skipped: 2



Q3: How long have you been attending Alive?

Answered: 181 Skipped: 0



Alive Survey

In terms of best option to grow, it appeared larger space along with adding services was desired approach;

- 57% of respondents chose bigger facility or add services as their #1 choice.
- 27% chose some form of multi campus/plant/house church as their #1 choice.

When combining #1 and #2 choices for growth;

- 39% chose bigger building or add services
- 33% chose some for of multi-campus/plant/house church

Alive Survey

	<u>1st Choice</u>	<u>2nd Choice</u>	<u>1st & 2nd Combined</u>
Larger space or add services	70 57%	22 19%	92 39%
Campus/Plant/House church	33 27%	45 40%	78 33%
Other options	19 16%	46 41%	65 28%
Total Responses	122 100%	113 100%	235 100%

Alive Survey

Not surprising as all discussions and capital campaigns were around finding a new location. Thus, a bigger facility or adding services seemed logical.

We had not yet surveyed those we were trying to reach (the next 800 not connected). Thus, second survey to this body was developed.

Feedback also highlighted some issues that need attention separate from growth strategy.

Disconnected Survey

This was the group we wanted to reach thus needed to seek their opinions.

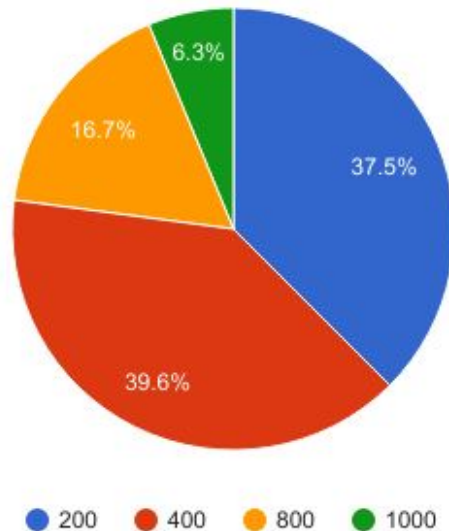
It created an opportunity to have others from Alive go on mission and ask those currently not seeking Christ what they would find appealing.

Disconnected Survey

- 34 different members of Alive asked 134 people who were disconnected from Christ 5 simple questions.
- Many who volunteered reported they appreciated the opportunity as it gave them a “reason” to approach a co-worker, neighbor, etc, who they hadn't yet had the courage to approach. Wonderful extra benefit.

Disconnected Survey

Size

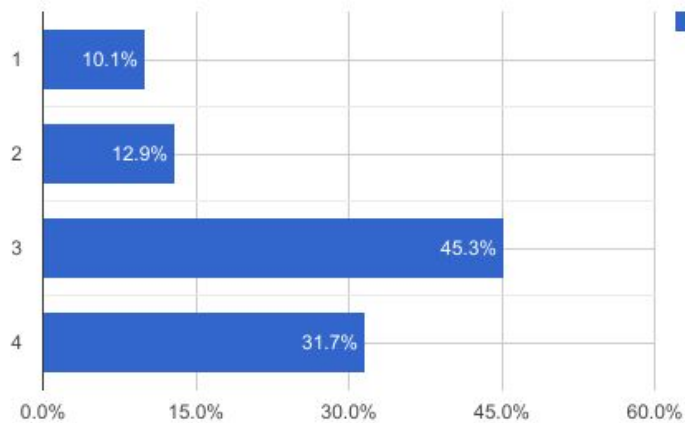


- Overwhelmingly “smaller” was preferred
- 77% of those disconnected thought size under 400 would be better

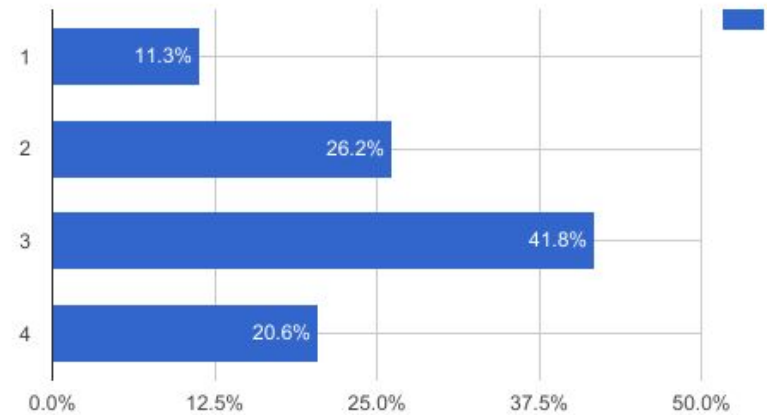
Disconnected Survey

The Easy ones – heavy slant to casual, festive, and miles non issue

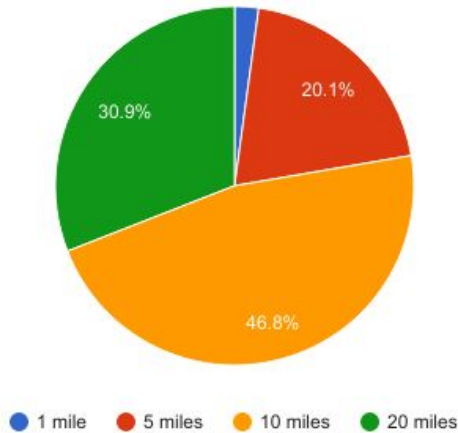
More Formal (1) to More Casual (4)



More Serious (1) to More Festive (4)

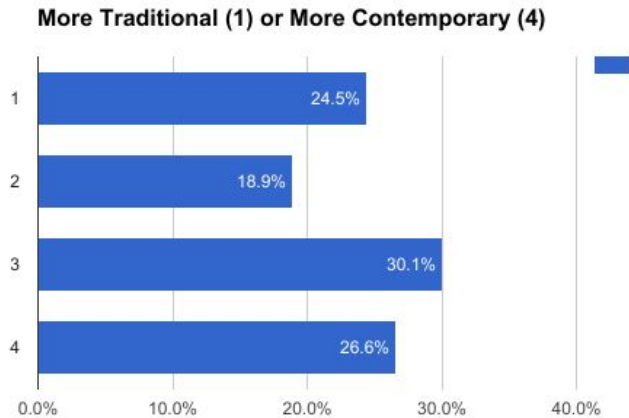


Miles willing to Travel



Disconnected Survey

An unexpected challenge – Traditional vs Contemporary



- Those disconnected were fairly split on whether they would like a “traditional” or more “contemporary” experience (56% to 44%)
- As we expand, may want to consider both approaches

Summary – Tale of Two Survey's

Alive survey slanted to larger facility

- Unclear if previous capital campaigns and discussions for larger space slanted responses
- Those surveyed were NOT “unchurched” and presumably NOT “disconnected from Christ”

Disconnected survey slanted to smaller facility

- Overwhelmingly towards less than 400
- Unclear regarding traditional vs contemporary

Summary (continued)

- Given task is how best to reach next 800 who are or feel disconnected from Christ, believe more weight should be placed on disconnected survey responses.
- Believe congregation and those in Alive Survey will support following recommendation when results and responses are shared with them.

Recommendation

1. Develop multi-campus model starting with single plant
 - Utilize Alive brand vs. new name (Alive in Allendale, Alive in Grandville, etc).
 - Use approach similar to Fair Haven with one board
 - Common or consistent message calendar, but allow personalization for demographic and culture
 - Nest or groom pastor for 6 months or more with benchmarks
 - Shared resources to start (youth, administrative....)
 - Unclear if Contemporary or Traditional – probably each as growth permits

Recommendation

2. Present the essence of this presentation at special meeting of congregation
 - Explain ultimate decision lies with board and council
 - After presenting facts and findings, poll the congregation to find out how much support will be for this recommendation so board/council can consider this in the final decision

3. Investments required in current infrastructure and support staff will be needed to support this approach

Recommendation

4. Creation of Implementation Team is next critical step
5. Independent from growth strategy, board and council work with staff to address issues identified through this process that need attention