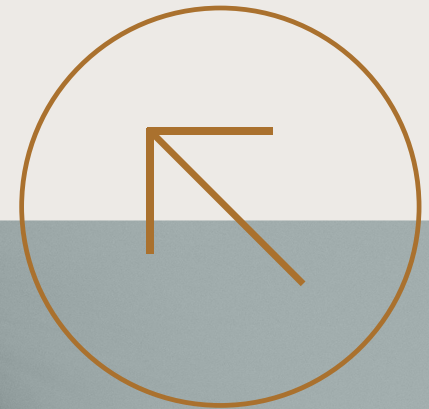


# KINGDOM BUILDERS

STRATEGIC PLAN



# WELCOME

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The relationship between pastor and business leader plays a crucial role in expanding the Kingdom of God. We hope this ministry will enable you to steward these relationships in the highest way possible while ultimately allowing for greater expansion and growth as you pursue the God-given vision for your church. Attached you'll find a strategic plan that will help you with your next steps. After years of implementing and fine-tuning best practices, we've compiled all the resources you need.

Thank you for allowing us to partner with you and please don't hesitate to reach out with any questions.

**-THE KINGDOM BUILDERS TEAM**



CONNECTING LEADERS TO  
**KINGDOM PURPOSE** THROUGH  
THE LOCAL CHURCH



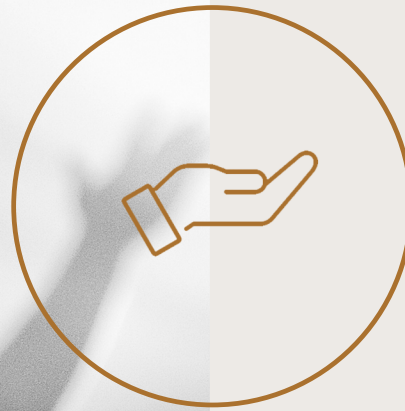
**VISION**

# MISSION



TO GIVE **FINANCES, INFLUENCE, & TIME** AS  
A LOCAL CHURCH MINISTRY EXPRESSION  
TO ADVANCE THE CAUSE OF CHRIST.

THOSE WHO SERVE ON THE VOLUNTEER  
TEAM BY **STRATEGICALLY INVESTING  
FINANCES** OVER & ABOVE THEIR TITHE TO  
ACCELERATE THE VISION OF THE CHURCH.



# PERSON



# LANGUAGE

*"We are Created By God...For God."*

**COLOSSIANS 1:16**



**LANGUAGE CREATES CULTURE.** PEOPLE ARE HARD-WIRED  
BY GOD WITH SPIRITUAL GIFTS. KINGDOM BUILDERS IS A  
TEAM FOR THOSE WITH THE **GIFT OF GENEROSITY.**

# LANGUAGE

- A PASTOR HOLDS THE KEY THAT UNLOCKS THE DOOR OF DESTINY FOR BUSINESSPEOPLE PLANTED IN THE LOCAL CHURCH. PASTORS CAST GOD'S VISION TO GOD'S PEOPLE, BUSINESSPEOPLE PROVIDE PROVISION TO FUND IT.
- THE SPEED OF THE VISION DIRECTLY TIES TO THE PACE OF GIVING. PASTORS & BUSINESSPEOPLE ARE NOT HERE TO COMPETE WITH EACH OTHER BUT TO COMPLETE EACH OTHER.

- WE BELIEVE THE LOCAL CHURCH MOBILIZED IS THE HOPE OF THE WORLD.
- THE DESTINY OF A LOCAL CHURCH PASTOR AND A BUSINESS LEADER IS INTERTWINED.
- ROMANS 12:6-8 SPEAKS TO THOSE WITH THE SPIRITUAL GIFT OF GIVING.  
*"We have different gifts, according to the grace given to each of us. If your gift is prophesying, then prophesy in accordance with your[a] faith; 7 if it is serving, then serve; if it is teaching, then teach; 8 if it is to encourage, then give encouragement; if it is giving, then give generously; if it is to lead,[b] do it diligently; if it is to show mercy, do it cheerfully."*
- THE LOCAL CHURCH IS THE ONLY INSTITUTION THAT PROVIDES AN ETERNAL ROI FROM ITS MISSION. OVER 66% OF ALL PHILANTHROPIC GIVING BY CHRISTIANS IS DONE OUTSIDE THE CHURCH. WHILE IT'S NOBLE, IT'S ONLY TEMPORAL.

# CRITERIA

HAS COMPLETED  
THE STEPS OF  
GROWTH TRACK\*

SEES GIVING AS AN  
ACT OF WORSHIP  
UNTO THE LORD

DESIRES TO USE THEIR  
LIFE TO ACCELERATE THE  
VISION OF THE CHURCH

COMMITTED TO GIVING  
FINANCES OVER &  
ABOVE THE TITHE

SELF IDENTIFIES  
WITH SPIRITUAL  
GIFT OF GIVING  
*(Romans 12:6-8)*

NOT ABOUT  
THE GIFT SIZE



THE MOST  
POWERFUL  
GIVING IS  
SPIRIT-LED  
GIVING



# COMMUNICATION

COMMUNICATION IS CRITICAL AND  
*OVER-COMMUNICATION* IS EVEN MORE  
IMPORTANT

## **WAYS TO COMMUNICATE:**

EMAIL

WEEKEND SERVICES

MEDIA

LANDING PAGE ON CHURCH WEBSITE



“  
**YOU CAN'T MANAGE WHAT  
YOU DON'T MEASURE**

- PETER DRUCKER



# GATHER

## DON'T GATHER JUST TO GATHER

Many churches make the mistake of getting together too often over time making the gathering mechanical, less impactful & non-sustainable.



- The Lane Reports & Weekly Devotionals will keep them informed and connected, but they should never “fully” replace relational, community type gatherings.
- Gather 2 times a year for a **Christmas Reception** and **Annual Vision Dinner**

# LANES

- Create and communicate lanes of impact which represent the **entire vision** of the church.
- A lane gives **clarity, intentionality and focus** for each individual and the entire team.
- The local church needs an **"on-ramp"** process thru Growth Track and/or invitations to on-board those wanting to join the team.



1. PROJECTS LANE
2. NEXT GEN LANE
3. LOCAL OUTREACH LANE
4. NATIONAL OUTREACH LANE
5. GLOBAL OUTREACH LANE

# LANE REPORT

## PURPOSE

Keeps the KB Team informed, focused and brings consistent clarity to the church's Kingdom Builders mission. It keeps them connected at the speed of their world.

## REPORTING

- All 5 Lanes have specific reports
- Email report 3 times annually to entire KB Team (Jan, May, Sept)

## CONTENT

- New Vision
- Progress Reports
- Connection Opportunities
- Vision Gap
- Wins
- Prayer Needs



# SAMPLE LANE REPORT



## National Outreach

Legacy Lane Report - January 2024

Vision Gap  
\$10,228,491

Vision \$13,800,000  
Received \$3,571,509

26%

### Lane Overview

Through the Association of Related Churches (ARC) and Highlands Resources, our National Outreach Lane helps plant life-giving churches that impact their communities. With the number of churches planted, growth rates, and the number of lives touched, we can share the direct impact your giving makes.

### Lane Highlights

#### ARC

Church Planting Wins:

- **\$7,000,000** invested into church planting in 2023
- **40** new churches launch in 2023
- **13,518** total Launch Day attendance
- **1,058** Launch Day decisions for Christ
- **1,097** total churches launched through ARC
- **30+** couples preparing to launch in 2024

#### Highlands Resources

2023 Highlands Resource Engagement:

- **801** users on average access our resources each month.
- **170,324** downloaded resources this year for an all-time total of **2,438,781**downloaded resources.

### New Vision Projects

#### ARC

Church Planting in “Underserved Cities”

As we look to the future of ARC, we have found that there are cities and states still in need of life-giving churches. We have identified more than 200 cities on which to focus our energy and efforts in planting a thriving, life-giving church. In the last 12 months, we have planted churches in seven of ARC's identified underserved cities: Cincinnati, OH, Des Moines, IA, Helena, MT, Port Charlotte, FL, Providence, RI, St. George, UT, and Waterloo, IA. We have seven upcoming plants in underserved cities; Athens, GA, Clarksville, TN, Fort Smith, AR, Lacey, WA, Owensboro, KY, Revo, NV, and Waynesville, MO.

Each city is unique, with its own culture, demographics, and size. Our goal is to match couples who are uniquely called with those communities in desperate need of Jesus. ARC typically invests \$30k-\$50k into new church plants, but it will likely take more people, time, and funding to launch strong churches in many of these areas.

We are looking for partners with a passion to help see the local church thrive even in the most difficult of places. We are currently discussing these cities with potential church planters and are excited about building momentum going forward.

Cost: **\$13,800,000** (276 under-served metro areas at \$50,000 per church plant)

### Ongoing Vision Projects

#### ARC - Association of Related Churches

##### Digital Transformation Project

We are nearing the completion of our digital transformation project. In 2019 we made a significant investment of **\$250,000 to overhaul our digital platforms** that serve the people, churches, and organizations that makeup ARC. We are now finishing the external portions of that project, including a brand new ARC Launch Training Dashboard. This platform supports church planters as they apply, train, build their launch plan, interact with their Launch Coach, raise fundraising dollars, launch successfully, and beyond. The new dashboard features all-new training videos, content, automated systems, and improved user experience to equip church planters to launch strong.

##### ARC Launch Training Event

With the new ARC Launch Training Dashboard comes an exciting event that helps potential church planters learn more about ARC, and for ARC staff and coaches to connect with potential planters early in the process. **Five** ARC Launch training events were held in 2023 and more than **400 people** attended. At the event they learned about ARC's values, the essentials of church planting, the launch process, and determined if they would like to take the next step towards planting a church with ARC.

- **5** ARC Launch events were held in 2023 across the U.S. to train church planters
- **400+** potential church planters and pastors attended ARC Launch events in 2023
- **5** opportunities for potential church planters to attend an ARC Launch event in 2024

### Wins

#### ARC - Association of Related Churches

Church Planting Wins:

- **\$7,000,000** invested into church planting in 2023
- **40** new churches launch in 2023
- **13,518** total Launch Day attendance
- **1,058** Launch Day decisions for Christ
- **1,097** total churches launched through ARC
- **30+** couples preparing to launch in 2024

#### Global Networks:

ARC has **six** total Global Networks in Australasia, Brazil, Canada, China, Ireland, and Southern Africa. ARC has three Upcoming Global Networks in East Africa, Great Britain, and Pakistan. In addition to church plants in each Global Network, there are upcoming plants in Columbia, Costa Rica, France, Netherlands, and Romania.

#### Highlands Resources

2023 Resource Engagement

- **801** users on average access our resources each month.
- **170,324** downloaded resources this year for an all-time total of **2,438,781**downloaded resources.

Churches Breaking 1,000

- **778** churches have broken 1,000 in Sunday attendance since engaging Highlands Resources.
- We confirmed **66** new churches in 2023.

Testimonies of Churches Joining Highlands during 21 Days of Prayer

“You all are amazing! The work you are doing for the Kingdom is so awesome. I am thankful for your commitment to resourcing the Body of Christ and the anointed way that you both lead and serve. I am reaching out about 21 Days of Prayer. We at City Hope Church in Wichita Falls, TX, stream 21 DOP in the fall and at the beginning of the year. This time is no exception. I have some exciting news that I would love to share with you. We, in addition to the City Hope Campus in Wichita Falls, are also having 21 DOP with the launch team of a new City Hope campus in Burkburnett, TX that will be launching in February!”  
— Russell, Caney Nazarene Church, Caney, KS

“We have been streaming in your 21 Days of Prayer since January 2021 and have seen such growth and blessings from it! We're blown away by the growth our church has seen since implementing 21 Days and Saturday morning prayer. It has truly changed our church's mindset. Thank you for sharing all of your resources with us and we hope to continue to see our congregation dig deeper into their prayer life over the remaining days. We're praying for revival and complete surrender to the will of God in preparation for the harvest to come!!”  
— Mark, Christian Renewal Center, Brunswick, GA

# VISION

BE SURE TO COMMUNICATE WHAT YOU COULD DO IF

# GAP

# KB PASTOR OR LEADER

- SENIOR PASTOR CHAMPIONS BUT KB PASTOR/LEADER EXECUTES
- PREVIOUS EXECUTIVE BUSINESS EXPERIENCE VALUABLE

- NOT INTIMIDATED BY WEALTHY PEOPLE, STRONG EGOS OR INFLUENCERS
- CREDIBILITY WITH HIGH CAPACITY PEOPLE
- LONG TERM COMMITTED HISTORY TO SENIOR PASTOR & CHURCH
- NEEDS TO BE A STRONG LEADER WITH A SUBMITTED HEART
- WILL LEAD THE LANE & CAMPUS LEADERS (IF APPLICABLE)

- STAFF JOB RESPONSIBILITIES SHOULD NATURALLY TIE TO THE RESPECTIVE LANE AREAS.
- THEY ARE BEST SUITED TO PROVIDE INFORMATION FOR RESPECTIVE LANE REPORTS.

- THEY ENSURE LANE REPORT INFORMATION ASSIMILATION IS TIMELY.
- AVAILABLE FOR CONNECTION OPPORTUNITIES WITHIN THEIR LANE.
- LANE STAFF HOST PROJECTS LANE SITE VISITS.
- THE GOAL IS TO SIMPLY CONNECT KB TEAM TO THE MOMENT.

# STAFF ROLES



## KB LEADER / PASTOR

- Work with Campus Leaders & lead teams to help them understand the value of a marketplace leader at the church.
- Develop all campus leaders into KB connected / focused leaders.
- Train them on how to identify, develop and pastor KB Team Members.



# CAMPUS LEADERS

- Certain leaders need to personally connect with Senior Pastor.
- Coach them on why, the responsibility and the Kingdom win.
- Move campus leaders from apprehension and intimidation to empowerment!

# TEAM SUPPORT



## KB LEADER

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ADMIN SUPPORT   SUPPORT ROLES   KB CAMPUS LEADERS   LANE LEADER

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EVENTS   CREATIVE, MEDIA & PRODUCTION   WEB SUPPORT

# STEPS



COMMIT

DEVELOP

IDENTIFY

IGNITE

COLLABORATE

INVITE / LAUNCH

CONNECT

GO

# COMMIT

1

- PRAY FOR GOD'S FAVOR AND WISDOM AS YOU PLAN
- PRAY FOR THE CHURCH STAFF AND MARKETPLACE LEADERS
- ESTABLISH A PRAYER TEAM FOR KB TEAM TO COVER THIS MINISTRY AND THE KB TEAM PEOPLE DAILY
- SENIOR PASTOR COMMITS TO CHAMPION THIS INITIATIVE
- LEAD TEAM COMMITS TO EXECUTE THE PLAN
- RECOGNIZE THAT THIS IS NOT A CAMPAIGN OR AN EVENT  
IT'S ALL ABOUT HELPING LEADERS FULFILL WHAT GOD  
CREATED THEM TO DO



# DEVELOP

2

## DEVELOP STRATEGIC PLAN

- KB TEAM VISION
- KEY STAKEHOLDERS
- MISSION
- EVENTS
- LEADER ROLES
- REPORTING
- COMMUNICATION

## ON-RAMP PROCESS

### *2 STEPS:*

- PERSONAL INVITATION
- SPIRITUAL GIFTS ASSESSMENT

# IDENTIFY

3

## IDENTIFY YOUR LEADERS

- IDENTIFY KB LEADER/PASTOR THAT OWNS THIS INITIATIVE WITH SR. PASTOR
- IDENTIFY LEADERS FOR KB TEAM
- IDENTIFY INTERCESSOR PRAYER TEAM FOR THIS INITIATIVE
- DAILY PRAYER COVERING OF THE KB TEAM'S PERSONAL LIVES, FAMILIES & BUSINESSES
- IDENTIFY THE PROSPECTIVE KB TEAM: *This can be based on top key givers, leaders and those who have capacity to give generously and are fully committed to the church and vision*
- ASK YOURSELF, "WHO NEEDS TO BE IN THE ROOM?"

## SAMPLE METHOD

- AVERAGE MEDIAN INCOME + 30% + 10% =  
ANNUALIZED GIVING CUTOFF

### **EXAMPLE:**

\$50,000 X 30% = \$15,000

\$65,000 X 10% = \$6,500 ANNUALIZED GIVING CUTOFF

# IGNITE

4

- ANNOUNCE NEW KB TEAM MINISTRY IN SUNDAY CHURCH SERVICES
- BRIEFLY HIGHLIGHT KB TEAM VISION AND MISSION (WHY, WHAT, WHO) FOR THOSE WITH THE SPIRITUAL GIFT OF GIVING
- IT BECOMES A FABRIC OF CHURCH MINISTRY LIFE AND COMMUNICATION
- IT'S ALL ABOUT HELPING THEM UNDERSTAND THE VALUE OF THEIR CALLING

# COLLABORATE

5

## **ALL STAFF**

COMMUNICATE THE IMPORTANCE OF KB TEAM TO THE ENTIRE STAFF IN ALL STAFF MEETING. GIVE PERIODIC UPDATES AND AFFIRM THAT SOME OF STAFF ALSO HAVE THE GIFT OF GIVING AND ARE ON KB TEAM.

## **PRAYER TEAM**

COMMUNICATE WITH INTERCESSORY PRAYER TEAM ON WHAT KB TEAM IS AND THEIR ROLE TO COVER THE KB TEAM MINISTRY, MARRIAGES, FAMILIES, AND BUSINESSES.

## **CREATIVE TEAM**

CREATE A BRAND LOGO FOR THE KB TEAM MINISTRY. DEVELOP A KB TEAM WEBPAGE ON MAIN CHURCH SITE WITH INFORMATION ABOUT KB TEAM, WHO IT'S FOR, ITS MISSION IN CONJUNCTION WITH THE CHURCH'S VISION AND HOW SOMEONE CAN CONNECT FOR MORE INFORMATION.

# INVITE / LAUNCH



6

## **KB TEAM LAUNCH DINNER EVENT**

ESTABLISH ORDER OF EVENT

SEATED DINNER

CAST VISION - AFFIRM KB TEAM LEADER/PASTOR

## **INTRODUCE THE 5 LANES**

BUSINESS LEADERS & PASTORS SPEAK “DIFFERENT LANGUAGES” SO IT’S IMPORTANT THAT YOUR VISION OF THE CHURCH IS BEING COMMUNICATED TO BUSINESS LEADERS IN A WAY THAT RESONATES WITH THEM: GREAT INFORMATION ON A CONSISTENT BASIS TO KEEP THEM INFORMED & CONNECTED.



# CONNECT

7

- MONTHLY LUNCHES WITH SR. PASTOR
- CAMPUS GATHERINGS (MULTI-SITE)
- LANE NIGHTS
- SMALL GROUPS (UPSTREAM & DOWNSTREAM)



- OVER COMMUNICATE, RUN THE PLAY AND KEEP GOING!
- SET KB TEAM LAUNCH DINNER DATE (MINIMUM 2 MONTHS LEAD TIME)
- PLAN ON 2 KB TEAM EVENTS ANNUALLY
- KB LANE NIGHTS (FOCUSING ON ONE LANE WITH Q&A)