

# **Church Multiplication Potential in the Edmonton Area**

**A Research Project by Ray Wiens**

**Sponsored by Beulah Alliance Church**

**and the**

**Western Canadian District of the  
Christian and Missionary Alliance**

**May 2009**

# Table of Contents

1. Why a Strategic Plan is Important .....	1
2. Models of Growth .....	2
3. Edmonton Area Opportunities .....	2
A. Population Trends of Capital Region .....	2
B. Church Situation in Capital Region .....	4
C. Population Growth In Perimeter/New Edmonton Communities .....	12
D. Population Forecasts for Older Edmonton Communities .....	13
E. Fastest Growing Communities in Edmonton .....	14
F. New Canadian Population .....	15
G. Evangelical Denominations' Plans for Church Planting .....	15
4. Summary of Opportunities .....	17
A. Edmonton City .....	17
B. Capital Region .....	17
C. New Canadian Opportunities .....	18
5. Developing the Spiritual Climate to Accomplish the Mission .....	18
A. Clearly Communicate the Mission.....	18
B. Develop a Big Vision.....	19
C. Make a Decision to Risk.....	20
D. Commit to Prayer.....	20

# 1. Why a Strategic Plan is Important

Who knows what is going to happen in ten years, five years or even in the next six months? How presumptuous can we be? The financial world is a good example of how quickly life can change.

On the other hand, as the saying goes, if you shoot at nothing, you are likely to hit it. Would any of us leave our pension funds to chance? ***Few goals are reached if they are not dreamed about, articulated and strategically planned for.*** Not much of value occurs by happenstance.

Goals motivate us to accomplish things. Our goals define who we are. Share with me your goals and I can tell what is important in your life and where you are going. Many people do not have goals and end up aimlessly drifting through life, letting whatever circumstances come along dictate their path. In contrast, an athlete gives up many common and wholesome activities and spends hours in training, hoping to win a championship or a gold medal. A soldier gives up many comforts of everyday living, things we take for granted, and puts his life on the line to defeat an enemy. These are the pictures painted by biblical writers who call us to commit to God's mission. Like the soldier or the athlete, we are called to make sacrifices and dedicate our lives to accomplishing God's mission.

***Christ was highly purposeful and we are to be as well.*** God has given us a mission to reach lost people, to heal broken people and to share with them the abundant life that comes from Jesus Christ. In this mission, people's eternal destiny is at stake.

When something matters so much, we are compelled to dream big, set lofty goals and put every effort into developing strategic plans to reach those goals. In the Body of Christ we can fail at both these levels. We don't dream of the impossible because we lack faith and fear drives our agenda. Or we set lofty goals, but then we ***fail to implement*** the steps required to reach those goals.

As Christian leaders who accept the mission of Jesus, we are charged with the responsibility to use all the wisdom, all the gifts, all the talents, all material means, in fact every resource God has made available to us, to turn God's dream and our mission into reality. Consider the effort, discipline and planning that goes on everyday outside the church to make dreams a reality. Dreams which are intrinsically of little value in contrast to people's eternal destiny. It is an absolute tragedy when the Christian Church puts *less* effort into dreaming, setting goals and developing strategies that will have repercussions for all eternity. ***Let us throw our lives full throttle into accomplishing the mission of Jesus.*** May the Lord find us faithful in strategically planning kingdom expansion.

## 2. Models of Growth

### A. Multi-site

Core groups of existing church attendees begin new congregations as part of a churches overall ministry. A great way to carry on your DNA.

### B. Traditional Church Plant

This can be a pioneer model or starting with a core group; often planted ‘out of’ an existing church or churches.

### C. ReStart

Struggling or dying churches may be open to assistance, resourcing and/or partnership from another church or denomination.

## 3. Edmonton Area Opportunities

### A. Population Trends of Capital Region 2006-2041

#### **Economic Outlook**

North of the City of Edmonton, eight multi-billion dollar oil sands upgraders are scheduled to be built in the Industrial Heartland over the next 15 years. Projects costing over \$100 billion are planned for the region over the next decade. By 2041, this area will employ between 30,000 to 40,000 people.

South of the City of Edmonton, the Regional Airport is to be expanded. Currently it is the second largest (land mass) airport in Canada and it is the fastest growing airport in Canada. By 2036, it will be as large as the existing Vancouver International Airport. A major player in the airport’s growth is the proposed “Port Alberta”. The Capital Region is currently the central hub, supplier and staging area for northern Alberta and the Canadian North. This hub is being expanded to serve as a multi-modal transportation hub that will integrate air and surface transportation including rail connections. A major factor in the creation of Port Alberta is the expansion of the deep-water port at Prince Rupert. By 2016, total employment at Edmonton International Airport and Port Alberta will reach 12,000 people and by the end of 2041, a projected 33,000 people.

The greater Nisku-Leduc Industrial Area is the primary supplier of equipment for the oil sands. This industrial and business area is currently the largest in Western Canada and second largest of its kind in North America.

The value of major industrial and commercial projects planned for the Capital Region outside the Industrial Heartland and Port Alberta is estimated at \$5 billion.

### Projected Population Growth

	<b>2006</b>	<b>2016</b>	<b>2041</b>
Region Growth	1,050,000	1,300,000	1,740,000
Edmonton	740,000	880,000	1,158,000
Fort Saskatchewan	15,000	30,000	40,000
St. Albert	57,000	79,000	110,000
Leduc	17,000	22,000	33,000
Spruce Grove	19,000	24,000	31,000
Morinville	6,000	10,000	14,000
Beaumont	9,000	13,000	21,000
Devon	6,000	8,000	11,000
Stony Plain	12,500	15,500	22,500
Calmar	2,000	10,000	25,000
Gibbons	2,600	6,000	7,000
Red Water	2,000	3,300	4,400
Strathcona County	82,000	108,000	158,000
Parkland County	30,000	37,000	50,000
Lamont	1,700	1,900	2,500
Bon Accord	1,500	2,200	3,000

### Municipal Regions with Significant Differences

	<b>2006</b>	<b>2016</b>	<b>2041</b>
Calmar Municipality	2,000	10,000	25,000
Red Water Municipality	N/A	9,000	27,000
Lamont Municipality	4,000	7,500	22,000
Leduc County	30,000	38,000	58,000

Sources:

City of Beaumont

**Planning & Development**

**Working Together - Report of the Capital Region Intergraded Growth Management Plan Project Team**

## B. Church Situation in Capital Region

*Disclaimer: despite our best efforts to conduct thorough and accurate research, the following data may contain some errors and inaccuracies that are not intentional.*

### Beaumont

#### Population

1991	5,042	% of change 1991-1996	13.22%
1996	5,810	% of change 1996-2001	17.06%
2006	7,001	% of change 2001-2006	21.74%
(Note: these numbers are from a different source than the numbers below)			
2007	8,749	% of change 2006-2007	8.9%
2008	10,820	% of change 2007-2008	11.0%

Population is 25% 0-14 year olds and 46% 25-54 year olds.

#### Churches

##### Evangelical

Beaumont Community Church (Evangelical Missionary)

200 people, own building (small)

Harvest Community Church

150 people, meet in Rec Centre

Eaglemont Christian Church

300 people, own building (two years old). Gym, classrooms and office space on 3 acres. Gym seats 500 +. Have room to build a Sanctuary that seats 600.

##### Other

Roman Catholic, small United and Anglican Churches

#### Challenge

**9,000** (2006)                      **13,000** (2016)                      **21,000** (2041)

- Three evangelical churches
- No Alliance Church
- Needs three more evangelical churches by 2016
- Potential for church multiplication

## Calmar

### Population

Calmar has approximately 2,000 people and a trading area of 8,000 people.

### Churches

Calmar Christian Centre  
37A Parkview Cr.

Holy Trinity Ukrainian Greek Catholic  
5023 48 Avenue

Holy Trinity Ukrainian Orthodox  
2 miles West of Calmar on Highway 39  
Range Rd. 272 North

The Immaculate Conception of the Blessed Virgin Mary  
1 mile East of Calmar on Highway 39  
2 miles North on Range Rd. 265

Jehovah Witness Hall  
4621 47th Avenue

St. Margaret Mary's Catholic Church  
**5120 50th Avenue**

### Challenge

<b>2,000</b> (2006)	<b>10,000</b> (2016)	<b>25,000</b> (2041)
---------------------	----------------------	----------------------

- One evangelical (?) church in town
- Potential for church multiplication

## Devon \*

### Population

6,400 people in 2007. Bedroom community with people working in Nisku, Leduc and Edmonton. Population is mostly young families and retirees.

### Churches

#### Evangelical

- Devon Alliance Church, 275 people
- Devon Community Church (Pentecostal), 200 people
- River of Hope (North American Baptist), 100 people

- Regency Christian Church (Congregational Church of Canada), 50 people

#### **Other**

- Church of Jesus Christ of Latter Day Saints
- Devon United Church
- Holy Name Lutheran Parish
- St. George's Anglican Church
- St. Maria Goretti Parish
- Victory Lutheran Church

#### **Challenge**

**6,000** (2006)                      **8,000** (2016)                      **11,000** (2041)

- Four evangelical churches
- Strong Alliance Church
- No new churches needed

\*Source: Devon Alliance Church

## **Fort Saskatchewan\***

#### **Population**

Approximately 17,000

In four years projected to be 25,000

In 10 years, 30,000

In 15-18 years, 40,000

When the major projects go ahead they will need 7,000-10,000 more workers than are currently available.

#### **Churches**

##### **Evangelical**

Fort Saskatchewan Alliance Church

Four smaller evangelical churches in town

Two Baptist Churches

Pentecostal Church

Lutheran Church

#### **Fort Saskatchewan Alliance Church**

Current attendance is about 400. They have land and are beginning to launch into a capital building fund.

**Challenge**

**15,000** (2006)                      **30,000** (2016)                      **40,000** (2041)

- Could use more evangelical churches
- Potential for church multiplication

\*Source: Fort Saskatchewan Alliance Church

**Gibbons\*****Population**

600 people in town, with an area population of 3,000

**Sturgeon Alliance Church**

New church facilities

300-400 in attendance

The only evangelical church in Gibbons

**Multi-site Dream**

- Sturgeon Alliance is considering doing a multi-site in Bon Accord.
- Interested in doing a multi-site in Thorchild, 45 kilometers away.
  - one evangelical group there that has splintered badly.
  - some former leaders of this group are coming to Gibbons for church.

**Challenge**

**2,600** (2006)                      **6,000** (2016)                      **7,000** (2041)

- Strong Alliance Church with vision
- No significant challenge

\*Source: Sturgeon Alliance Church

**Lamont****Population**

Town of 1700

Dependant on oil industry. People work in Fort Saskatchewan and projects to the north.

Several developers had moved in, but everything is on hold now. 50 kilometers from Edmonton, 30 kilometers to Fort Saskatchewan

**Churches****Evangelical**

Lamont Alliance Church

Only evangelical church in town. 100 in attendance with 150 names in the phone directory.

**Other**

Three Catholic Churches and one United Church with a half-time minister.

**Challenge**

**1,700** (2006)      **1,900** (2016)      **2,500** (2041)

- No significant challenge

**Leduc\*****Population**

17,000

**Churches****Evangelical**

Leduc Alliance Church

135 average attendance

(only building west of Highway 2)

Baptist Union, 135 people

NA Baptist, 135 people

Pentecostal, 100 people

City of Life, Word of Life, charismatic, 135 people

Daystar Christian Fellowship- charismatic, 135 people

Other Baptist- within 10 kilometers of Leduc, four churches

Traditional German, about 100 people

**Challenge**

**17,000** (2006) **22,000** (2016)      **33,000** (2041)

- Small Alliance Church
- Six evangelical churches, and four small churches outside Leduc
- Potential for church multiplication

\* Source: Leduc Alliance Church

## Morinville\*

### Population

6,000 people with a drawing area of 10,000

Last year there were 500 housing starts

Town will double in the next 10 years.

Armed Forces people in town because of cheaper housing.

Lots of people drive to St. Albert for church.

### Churches

Morinville Alliance Church

-Attendance is about 130

Catholic, 200 people.

The town was founded by Father Morin, is 80% Catholic, has a huge Basilica

Pentecostal Christian Fellowship, under 200 people

Fellowship Baptist, under 100 (very narrow in approach)

United Church, very small

Anglican Church, very small (almost shut down)

### Challenge

**6,000** (2006)      **10,000** (2016)      **14,000** (2041)

- Enough churches
- Alliance church present
- Potential for church multiplication

\*Source: Morinville Alliance Church

## Redwater\*

### Population

Approximately 2,200 people in town.

Industrial/oil town

30 minutes to Fort Saskatchewan

45 minutes to Edmonton

Expected significant growth, however, all major projects are on hold.

### Churches

Redwater Alliance Church

Only evangelical church, attendance is 100.

Good core group. Church has been there 50 years.

### Challenge

**2,000** (2006)                      **3,300** (2016)                      **4,400** (2041)

- Alliance Church
- No churches needed

\*Source: Redwater Alliance Church

## Spruce Grove

### Population

20,000 people.

110,000 live within a 20 minute drive

### Churches

The Alliance Church is the dominant church in town.

Pentecostal Church, about 200 people

Shrinking Baptist Church, 100 people

### Spruce Grove Alliance Church,

- Church attendance averages about 900, 50% are coming from acreages.  
*Hired an evangelism pastor six months ago and 43 adults received Christ in the last six months!*
- Have about 50 Filipinos who want to go to an English speaking church, but are very happy to have their own network of Small Groups.
- Vision is to grow to 2,500, to build a new Sanctuary (either on existing property or elsewhere) seating 1,200. They have five acres and think it might be possible to build where they are. This is desirable as it is in a highly visible location.

### Challenge

**19,000** (2006)                      **24,000** (2016)                      **31,000** (2041)

- Three evangelical churches
- Another seven evangelical churches needed
- Will need nine more churches by 2016, 12 more churches by 2041
- Potential for church multiplication

## St. Albert\*

### Population

Community of about 60,000, many Catholics.

**Churches**

12-14 evangelical churches in town

North Point (new church, formerly Central Pentecostal, on 167 Ave.) is attracting some people from St. Albert

One Baptist Church is growing, but most of the churches are in a plateau.

**St. Albert Alliance Church**

Church of about 1,000 with two services, but they want to go to three in the next 12 months, with possibly a third service on Saturday night. Plan to build (bigger) at some point. Seat 600 at present.

**Challenge**

**57,000** (2006)                      **79,000** (2016)                      **110,000** (2041)

- Currently 14 more evangelical churches needed
- By 2016, 24 more churches needed and by 2041, 41 more churches needed
- Approximately 400 people attending Beulah live in St. Albert
- Potential for church multiplication

\*Source: St. Albert Alliance Church

**Stony Plain\*****Population**

12,000 in the community

Parkland County has 60,000... but it extends to Wild Wind (huge)

**Churches**

Seven evangelical churches.

A large, quite evangelical Lutheran church

**Stony Plain Alliance Church**

Congregation is about 500, have very old buildings that need to be replaced.

Are land-locked in present location. Have bought land on the western edge of Stony Plain. Won't be building in the very near future.

**Muir Lake Community Alliance Church (Stony Plain)**

Approximately 110 people attending. Would like to do a major renovation this year.

Church seats 130.

Within a seven-minute radius, 8,000 people under the age of 18

**Challenge:**

**12,500** (2006)      **15,500** (2016)      **22,500** (2041)

- Enough evangelical churches
- Strong Alliance church
- No churches needed immediately

\*Source: Stony Plain Alliance Church

### C. Population Growth in Perimeter/New Edmonton Communities 2005- 2008

These trends show the growth of the last three years and also give a good indication of where the fastest growth areas are located. Much more detailed demographic information is available, but not included in this report.

<b>Southwest</b> (south of the Anthony Henday) Rutherford, Richford, MacEwan, Callaghan, Blackmud Creek, Blackburne	<b>7,235 - 14,075</b>	<b>94%</b>
<b>Southeast</b> (south of Anthony Henday) Summerside, Ellerslie, Charlesworth	<b>3,666 - 9,595</b>	<b>161%</b>
<b>East</b> (south of Whitemud) Larkspur, Wild Rose, Tamarack, Silver Berry	<b>12,996 - 17,778</b>	<b>36%</b>
<b>Northeast</b> (north of 137 Ave & east of 66 St) Holick-Kenyon, Matt Berry, Brintnell, Fraser, Kirkness, Clareview Campus	<b>13,359 - 20,006</b>	<b>49%</b>
<b>North</b> (north of 153 Ave, between 66 St & 97 St) Schonsee, Klarvatten, Lago Lindo, Eaux Claires, Belle Rive, Mayliewan, Ozerna	<b>21,733 - 24,045</b>	<b>10%</b>
<b>North</b> (north of 167 Ave, between 97 St & 127 St) Elsinore, Canossa, Chambery	<b>4,587 - 6,504</b>	<b>41%</b>
<b>Northwest</b> (north of 137 Ave, between 127 & 142 St) Pembina, Hudson, Carlton, Cumberland, Oxford	<b>9,704 - 13,133</b>	<b>35%</b>
<b>West</b> (east of Anthony Henday & south of Whitemud) Lymburn, Ormsby Place, Jamieson Place, Dechene, Wedgewood Heights, Donsdale, Cameron Heights	<b>20,088 - 20,206</b>	<b>-.05%</b>

**West** (west of Anthony Henday & south of 87 Ave)      **8,625 - 15,180**      **75%**  
The Hamptons, Glastonbury, Potter Greens, Brechenridge Greens,  
Suder Greens, Secord

**Terwillegar North**      **17,822 - 17,298**      **-3%**  
Bulyea Heights, Ramsey Heights, Rhatigan Ridge, Hernderson Estates,  
Falconer Heights, Ogilvie Ridge, Carter Crest

**Terwillegar South**      **9,452 - 18,811**      **99%**  
Leger, Hodgson, Haddow, Magrath Heights, MacTaggart, Terwillegar Towne, Terwillegar  
South

#### D. Population Forecasts for Older Edmonton Communities\*

<b>Growth Areas</b>	<b>2006</b>	<b>2016</b>
West Edmonton	12,499	34,805
Northeast Edmonton	2,527	21,096
Meadows	15,657	28,169
Ellerslie	6,921	26,626
Riverbend/Terwillegar	36,470	51,520
Lake District/Pilot Sound	33,372	49,986
Heritage Valley	11,061	29,597
Windermere	385	9,044
Castle Downs/Palisades	47,635	58,669
Winterburn	2,645	3,608
<b>Non-growth Areas</b>		
Central Business District	11,126	13,395
Downtown Fringe	46,947	47,774
University	23,884	23,620
Southgate	30,369	30,100
Jasper Place	54,962	52,632
West Jasper Place	56,989	56,650
Northwest Industrial	1,253	1,166
North Central	37,722	36,806
Caldar	21,168	21,868
Londonderry	49,250	48,943
Beverly	25,376	21,280
Clareview	32,151	24,857
Bonnie Doon	19,888	20,001
Mill Woods	81,357	78,071
South Industrial	10	10
Mistatim	148	138
Southeast Industrial	1,790	2,122



## F. New Canadian Population\*

### Ethnic Origin

Canadian	69,145
Chinese	36,300
East Indian	21,250
Filipino	11,500
French	9,400
German	25,920
Irish	8,870
Italian	8,150
North American Indian	8,450
Polish	10,845
Scottish	12,285
Ukrainian	32,675

\*Source: 2001 Federal Census Report.

Includes people-groups of more than 8,000 people.

There were a total of 310,190 people on this list. City's population was 735,425.

## G. Evangelical Denominations' Plans for New Churches\*

\* The following perspective was gathered through numerous conversations and as a result some discrepancies may exist.

### **General Baptists**

Jamie McDonald

No church plants in the planning stages, but he hopes two will be planted in the next five years with one being New Canadian.

### **Pentecostal Assemblies of Canada**

Ken Solbrekken

No church plants in the planning stages in Edmonton, but are doing some in Calgary. Being contacted by numerous ethnic groups. Have 125 churches in Alberta and want to plant 100 by 2020.

Have recently planted

- EPIC, U of A Campus
- Urban Bridge, about 100
- City Centre, meeting in the Paramount Theatre, 600 in attendance, nearly full; thinking of doing a multi-site in Terwillegar

**North American Baptist**

Jim Leverette, Associate Regional Minister

Only plants are among New Canadian groups and they arise from pastors connecting with existing churches, which is where the new churches meet.

Setting up a number of House Churches.

**Fellowship of Evangelical Baptists Churches**

Laurie Kennedy, Regional Director

Talking to an Asian Church Planter.

Talking to a Spanish Church Planter.

**Canada West District Church of the Nazarene**

Larry Dahl

No plants planned in the next three years.

**Evangelical Free Church**

Don Harder

No plants in the Edmonton area in the next three years.

**Baptist Union of Western Canada**

Sam Breakey, Area Minister, Alberta

Bridgepoint in the North Central... Starbucks crowd 20-30's

Talking to someone in the North East

**Canadian Conference of Southern Baptists**

Dwight Huffman, Kevin Madden

No church plants planned

**Mennonite Brethren**

Leo Siemens

No church plants planned

**Salvation Army**

Major Bond

No plans in the Edmonton area

Are working with the house church model in the Calgary area.

**Associated Gospel Churches Canada West**

Jim Houston, District Superintendent

No plans for church planting

**Church of God, Western Canada**

John D. Campbell, Executive Director

Have three churches in the Edmonton area:

Grace Point Millcreek, 8928-83 Ave, is moving to new facilities on Ellerslie Road

Currently have two church plants going, both Filipino, at Spruce Grove and

Millbourne Alliance

No other church plants planned for the Edmonton area

### **Evangelical Missionary Church**

Lyn Deits

No church plants in the Edmonton area but are talking about a house church

### **Mennonite Church**

Jim Shantz

No plans for church plants at this time, but would like to plant. Calgary is their first priority.

## **4. Summary of Opportunities**

### **A. Edmonton City**

*New growth corridors* are excellent places to start new churches or campuses.

- *People in transition (recently moved) are more likely to establish new patterns in their lives (exploring a church).*
- Made up of young families. Often when people become parents there is an *urge to take their children to church* so they can receive some good moral teaching.
- *Great lack of a witness of the gospel in these areas* and the need increases everyday.

In 2008, there were approximately 175,000 people in the new growth corridors in the City of Edmonton. There are approximately 15 evangelical churches for these people. For example, Terwillegar has 35,000 people but only three evangelical churches, including Beulah's White Mud Campus.

It is commonly understood that for every 2,000 people there should be one evangelical church. This means that *today Edmonton should have another 70+ churches just in the outlying growth corridors* surrounding the city to adequately meet the needs of people to hear the gospel.

Outside of new Canadian church plants evangelical denominations currently have two church plants under way (one at the University and the other in the North Central area). It appears no other plants are in the planning stages at present. There is not only a wide open door, but *a great need* for multi-site campuses and church planting in Edmonton.

## B. Capital Region

Six communities around Edmonton need more churches immediately.

- Calmar may not have any evangelical witness. Projected to grow significantly in the near future.
- St. Albert is very under churched. It will grow rapidly.
- Spruce Grove is under churched. It will grow substantially.
- Leduc will grow significantly.
- Beaumont continues to grow.
- Fort Saskatchewan will grow significantly due to the upgraders. The great numbers of people projected to move into Fort Saskatchewan warrants church multiplication.

## C. New Canadian Opportunities

- There are numerous throughout the Edmonton area.

# 5. Developing the Spiritual Climate to Accomplish the Mission

## A. Clearly Communicate *the Mission*

***Because there is an inadequate witness of the gospel in communities and amongst people-groups there is a great need for church multiplication.*** Nothing matters more to God than lost people. It is the only explanation for why Jesus, the Creator, Sustainer and Controller of the universe, allowed the people He created to brutally crucify Him. God paid the ultimate sacrifice because He wants no one to perish, but that everyone could enjoy all eternity in His presence.

Week after week, month after month, and year after year, those who called themselves fishermen met in meetings and talked about their call to fish, the abundance of fish, and how they might go about fishing. Year after year they carefully defined what fishing means, defined fishing as an occupation, and declared that fishing is always to be a primary task of fishermen. These fishermen built large, beautiful buildings for local fishing headquarters. The plea was that everyone should be a fisherman; every fisherman should fish. One thing they didn't do, however; they didn't fish.

[www.wayofthemaster.com](http://www.wayofthemaster.com)

- Our mission, our commission, is the Great Commission  
“go... and take the gospel... and make disciples.”  
“go into the highways and byways”
- Main purpose of the coming of the Holy Spirit was ***that we might be His witnesses*** as Jesus stated in His last words. (Acts 1:8)

- Scripture *noted the number of conversions many times* and Jesus pointed out that if one person repented, all of heaven went into celebration mode
- We are called to be “Salt” and “Light.”
- Create passion and confidence for people to share their faith
- Get people to ask, “How can I be a blessing to someone today?”
- Equip people to witness
- Seek to *draw attention to the mission of the church each weekend*
- Make heroes out of people who share their faith
- Challenge people often to make the decision to “say yes to God”
- Celebrate conversions
- Celebrate baptisms
- *Significant amounts of time, energy and resources should be invested in reaching lost people.*

*As long as there is one person within driving distance of our church that doesn't know the Lord, we want to grow. Nothing is more important than reaching people for the Lord, yet is easy to be distracted from our purpose. We need to stay focused on reaching one more for Jesus.*

Rick Warren

## B. Develop a Big Vision

*The vision should be bigger than what the church can handle.* We need to put our trust in God and move forward by faith just as the children of Israel needed to when they entered the Promised Land. Obstacles are significant; giants are present, but they are there for the purpose of being defeated. Passion develops as people understand the mission and begin to own it. Combine the vision with a credible strategic plan and this will produce “buy-in” and ownership. People will embrace the vision and begin to care passionately about it.

**A God-sized, God-honoring vision, coupled with a wise strategic plan, will create the sacrificial spirit and commitment necessary to implement the vision.**

- Nothing happens until someone starts dreaming.
- Vision needs to be put before the church weekly
- People give to vision, not to programs —it will become a major motivation for tithing
- A big enough vision draws and attracts people to commit to supporting ministries through serving and tithing
- A godly vision motivates people to action
- A church never outgrows its vision
- Goals make vision concrete
- A godly vision requires risk taking

*A clear vision builds morale, reduces frustration, motivates sacrificial service, leads to focused action, encourages cooperation and assists in evaluation.*

### C. Make a Decision to Risk

- Peter was the only one in the boat willing to risk. Peter did the impossible because he responded to the voice of Jesus instead of focusing on the storm and his and other's fears. Peter began to experience problems only when he began to pay attention to the raging water through his physical eyes.
- A godly vision promotes faith rather than fear.
- *Fear of failure is worse than failure.* Fear of failure always stays with you; failures go away.
- There are three kinds of takers... undertakers, caretakers and risk takers!

### D. Commit to Prayer

While we obediently do what God asks, it is the Holy Spirit who empowers us to effectively carry out His mission. In prayer we acknowledge our inadequacy and need for His power and blessing. He gets all the glory. We rely on Him to guide us in making the right decisions for when, where and how. We rely on Him to give us the leaders, the people, the material means and all the resources needed to accomplish the mission.

- All that is lasting in the Kingdom comes out of prayer—prayer says we are depending on God
- God's power and blessing are most often associated with concerted prayer
- Begin no new ministry until there has been a significant period of prayer