



GENEVA PUSH

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RECRUITING OUR LAUNCH TEAM

Let's consider how we can build and recruit our launch team. Though the model of planting will impact many things about our launch team, here are 6 principles that will apply regardless.

First, have a planned approach. We need to clarify our pitch, how we will make it, and how we will find people to pitch to. This is particularly important in a parachute plant where we start with nothing, but is equally important in a mother-daughter or campus plant where we have key people in mind. We need to plan our approach - we might make a list of 60 people in the area, invite them to coffee over a 3 month timeframe, cast the vision and invite them to partner. At the end of these conversations, we should ask them if they have an idea of anyone else we could meet with, so that the process repeats. We are not asking for ourselves, but for the Gospel. So do it with Gospel boldness.

Second, be upfront & transparent with the local leadership. If our model is a mother-daughter or campus plant, we must speak with the lead pastor to plan how we will speak to the sending church, as well as who we can approach. It is important for us and our sending church to be on the same page, and understand our recruiting limits. The key is a clearly defined and transparent approach between leadership. While we cannot stop people coming to the plant once it's launched, we need to be clear about people we choose to influence.





It is very important that whether things go according to how leadership plans, the process has been transparent. A parachute plant will be different, but it is still important to meet with like-minded local pastors in the area to discuss and pray over their ministry, and our plans. We shouldn't be ashamed to ask local pastors who share our vision to recommend their people to our plant, depending on the relationship. However, as people hear about plans to plant, they may choose to join without the influence or approval of their pastor, which can cause tension. We must proceed with integrity. If people leave their local church, we want them to do it well, and speak to their pastor. It may be appropriate for us to call the pastor, particularly if the people leaving don't speak with him. In summary, we want to work with the local leadership, be transparent, and recognise that we are coworkers for the Gospel.

Third, meet up one to one with everyone. This feels like a big task, but we want to build a cohesive launch team that is on board with our vision and direction, and can make an informed decision about joining. To build this team, we need to sit down with them and talk about your vision and values for this church plant. This is time consuming, but it will also help with achieving the next three tips.

Fourth, talk about the upfront costs. In our one to one conversation, we want to help people capture the vision, and feel the weight of joining this plant. They need to join with the understanding that this plant is not a “cruise ship”, but a “life boat”.

Fifth, be prepared to say no. Building a launch team is a big task, particularly for those of us parachuting in with no one. It can be tempting to accept everyone we can get. Once the doors are open, we can't stop people coming - though this is a reason to not launch too early. However, our launch team will develop and shape the culture of our plant - and it must be healthy from the start. We need to decide clear categories to reject people by, and often our values will inform this. Some helpful questions to ask are; Is this person on the same page as us, or just looking to escape a difficult situation? Are they on about the same things we are? Are they teachable? Have they caught the mission and are prepared to engage in it? Being clear on our categories and ready to say no, will help us greatly long term.

Lastly, help those who commit, know their commitment. We want to build unity of purpose and connection in the launch team. The goal is that we would inspire people with a shared vision and gospel conviction, and help them wisely count the cost of committing.





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