



Impacting Beyond Your Four Walls by Going Multi-Site



By Tom Cheyney
& John Bailey

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What Is a Multi-Site Church?

A multi-site church is one church meeting in multiple locations - different venues for worship and/or mission on the same campus, different locations in the same region/city - even different states or nations.

Launching into any conversation about the possibility of going multi-site begins with a growing understanding of what multi-site is about and discovering how it can help your church better fulfill the Great Commission! Our goal in this paper is to provide you with an overview of the multi-site movement while offering you some observations to guide your thinking as you seek the will of the Father on whether you should transition to a multi-site church.

I (Tom) am a movie buff and love the old movie *Blues Brothers* with Jim Belushi, Dan Aykroyd, and James Brown as the lead actors. Dan Aykroyd captured the heart of many multi-site churches when he declared, "We are on a mission from God!" Many involved in multi-site have experienced God's hand upon their ministries and have seen more people than ever expected come to faith in Christ. Driven by a passion to see even more people come to Christ, a clear vision from God and an understanding of their specific purpose in their communities - an ever increasing number of pastors from churches of all sizes have come to the conclusion that multi-site is the tool they need to fulfill the call of God upon their churches.

- Multi-sites now outnumber megachurches¹
- Multi-site is mainstreaming and crossing cultures
- Multi-site is birthing other sites and churches
- Multi-sites reach more people and mobilize more volunteers
- Multi-sites have a 90% success rate
- In 2007 16% of protestant pastors indicated that their churches were seriously exploring multi-site

At the heart of an effective multi-site strategy you will find four core beliefs or forces driving the strategy. The first is a passion to see the Great Commission fulfilled. In most cases multi-site is embraced as a means to continue, or enhance, a period of growth or

¹ Bird, Warren and Kristin Walters. *Multisite is Multiplying* (Dallas, TX: Leadership Network, 2010), 2.

effectiveness. Second, in most cases it begins with a vision to reach a *city* with the gospel. It allows a church the opportunity to reverse its approach to ministry - instead of expecting people to come to one central location, the church goes to the people, it moves into their community - upon their turf. Third, it is driven by the belief that the DNA or health of the original church is worthy of reproduction or transference into new regions or communities. Finally, at the heart of multi-site is the multiplication of disciples, small groups, leaders, worship environments and churches. It is engrained in their culture - their DNA.

A growing number of churches today continue as one congregation with one staff, one treasury, one membership roster, one governing board and one name, but with multiple worship services every weekend upon their campuses and across their cities. Multi-site however is not exclusively a megachurch phenomenon. Multi-site churches can be found across the entire size spectrum, with the average size range of churches doing multi-site getting smaller. The median size for a multi-site church is 1,300 including all of its campuses, with 1 in 4 with a total worship attendance at all campuses being less than 1,000.²

- Over 3,000³ churches are utilizing multi-site.
- Among the ten fastest growing churches in the United States, 70 percent use multiple venues or multiple campuses.⁴
- Among the ten largest churches in the United States, 90 percent use multiple venues or multiple campuses.⁵
- 2/3 of multi-site churches are connected to a denomination.⁶
- The majority of multi-sites (85%) have 3 or fewer geographic campuses - and 7 services total.⁷
- 1 in 3 multi-sites added a campus through a merger⁸

Lyle E. Schaller has said, "Several multi-site congregations have discovered that their off campus ministries are the most effective channels for reaching skeptics, agnostics, non-believers and inquirers at the very earliest stage of their faith journey." He continues when he remarks, "from a financial perspective, this may be the most cost-effective

² Bird, Warren and Kristin Walters. *Multisite is Multiplying* (Dallas, TX: Leadership Network, 2010), 11.

³ Surratt, Geoff, Greg Ligon and Warren Bird. *The Multi-Site Church Revolution* (Grand Rapids, MI: Zondervan, 2006), 2.

⁴ Ibid., 21.

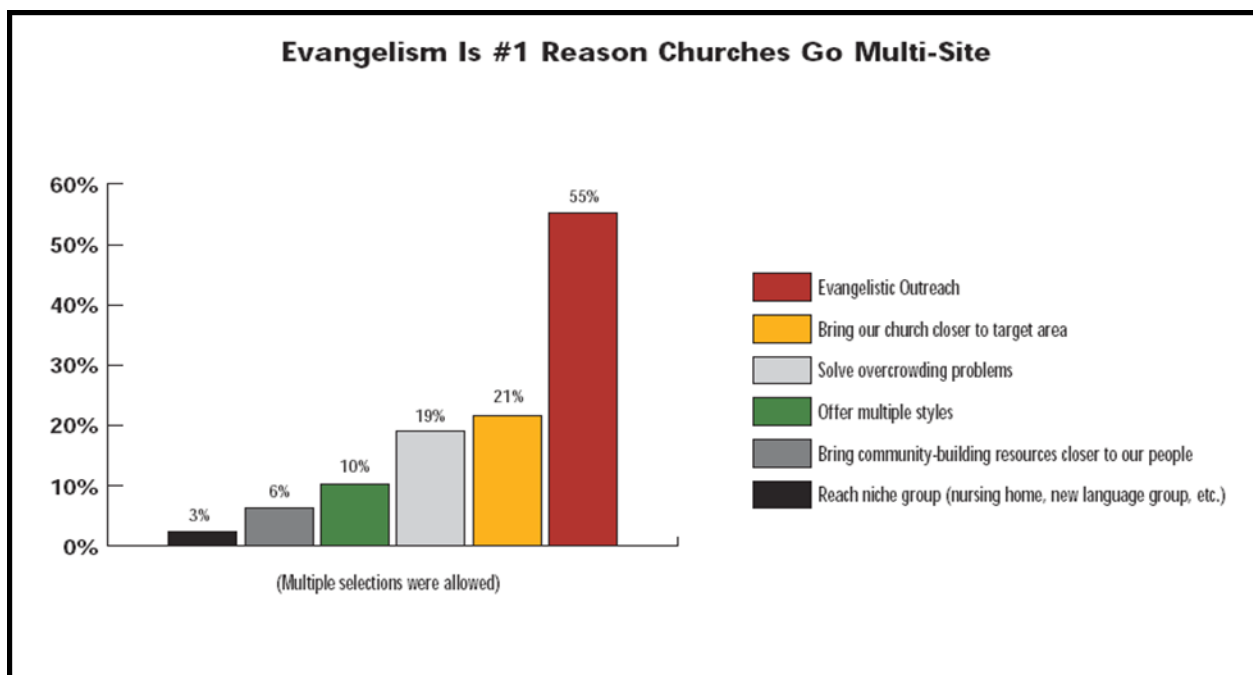
⁵ Ibid., 21.

⁶ Bird, Warren and Kristin Walters. *Multisite is Multiplying* (Dallas, TX: Leadership Network, 2010), 2.

⁷ Ibid., 4.

⁸ Ibid., 9.

approach to evangelism."⁹ Warren Bird reports that evangelism is one of the primary reasons to consider going multi-site, with a sizeable number of multi-site churches experiencing more than 50% growth at their satellite sites in the first year. Take a look at the following graph as it displays the primary reasons churches are going multi-site:¹⁰



Major Approaches to the Multi-Site Church¹¹

Here are eleven major approaches to multi-site:

The Franchisee approach: As much as is possible, these new worship communities are “clones” of the originating church. There is a “branding” element in this approach, where the sermon, songs, and other aspects of the worship service are generally copied from the mother or originating church. These often take on the flavor of a company-owned franchise.

The Licensee approach: These multi-site churches are similar to ones following the franchisee approach, but they are not identical. Several of the elements are similar, but there is some contextual freedom in areas like worship or the ways in which the sermon is communicated. One could envision this approach as being

⁹Schaller, Lyle E. *Discontinuity and Hope: Radical Change and the Path to the Future* (Nashville: Abingdon, 1999), 174-179.

¹⁰Bird, Warren. *Survey of 1000 Multi-site Churches: A Dozen of the Most Significant Findings*, (Dallas, TX: Leadership Network, 2003), 3.

¹¹Harrison, Rodney, Tom Cheyney, and Don Overstreet. *Spin-Off Churches: How One Church Successfully Plants Another*, (Nashville: Broadman & Holman Publishing Group, 2008), 77-78.

something like a privately-owned franchise. In these cases, the site or “regional campus” might have its own budget, worship teams, and youth programs. Other components like children’s programs and organizational structures may be clones of the primary campus.

The New Venture approach: In this approach, the ultimate objective for starting an off-campus site is the planting of a new church. New venture models seek to intentionally start churches (who embrace the originating churches DNA) once the off-campus site demonstrates adequate maturity. These churches work right from the start to become: self-supporting, self-sustaining, and self-populating.

The Encore approach: In this model, an encore presentation of a worship service is held in another location. For example, holding a worship service on Saturday, and then doing the same service again on Sunday at another location using the same team. An encore approach may find the “main” service held at a local movie theater, then using the same team, an “encore service” might be held later that day at a local high school.

The Satellite approach: In this approach, a main campus might have dozens of satellite congregations or outposts meeting in various locations like apartment buildings, homes, office buildings or schools. This method may include the features of a cell church, with the difference being that the members of satellite churches usually are not expected to come together in large celebration services. If most of the attendees never worship at the main campus, the churches are functionally satellite multi-site churches rather than cell churches. (The Yoido Full Gospel Church in Seoul, South Korea, is an example of this type.)

The Déjà vu approach: This model, which is similar to the franchisee approach, seeks to incorporate the elements of the original service to provide worshippers a familiar feeling and presence to the main campus worship.

The Third Place approach: From a book by the same name, the third place model recognizes that for most people, their first place is their home, their second place is at work, and their third place is where they want to be—where they enjoy hanging out. Third-places can be effective locations for multi-site ministry. Going to where people want to be, such as theatres, sports cafés, coffee houses, community hang-outs, or other “third places,” can reduce the barriers to the unchurched.

Video Venue approach: Use of video or digital means to “cinematize” the church (and experience) including the worship and message in a second (or more) location. The use of tape delay allows for editing and involves less technology costs upfront. Often, a church with multiple services will tape each service and use the best of the tapes. Some churches are experimenting with live feeds, which allows

congregations to use the same worship guide and, if using two-way video, provides real-time interaction via video. This is more costly, yet the results have been very positive.

Resurrection approach: Merging with a dead or declining church and starting a multi-site service. This model is becoming a popular and timely response to the thousands of church buildings that are vacant or host to declining congregations. It is proving to be an effective strategy for church revitalization. This approach works especially well when the main campus has a number of members or families near the new site who are willing to attend the church.

Multicultural approach: These multi-sites will use the same sermon and program which has been translated into the language and culture of the community. This is a potential response to transitional communities and can build bridges across cultures.

Low Risk approach: A new model that many jump into the area of multi-site is the low risk model, where you begin by initiating preaching points in mobile home parks, retirement communities, or even health care facilities. The cost is very low and the need for a large team is not necessary.

There are many variations of the approaches above. Later we will look at five models that are variations or combinations of the broader spectrum listed above.

What does a multi-site church look like?

A multi-site church can take on a wide variety of strategies, models and sizes. The design or look of the site is shaped by a variety of questions: How will the message be delivered? How contextual will the worship be? What core ministries will the site offer? Will it be at the original campus or in another location? Where will the leaders come from? How will the site(s) stay connected? What is driving the desire to open another site? Is this the best solution? When will the new site be launched?

- The vast majority made the foray into multi-site at their original site first.¹²
- 7 out of 10 campus leaders are found within the original campus. Before becoming campus pastor, half (50%) were first staff members, while others (24%) were lay leaders at the original campus.¹³
- In-person teaching is probably more widespread than video, except in very large churches. 46% use in-person teaching/preaching, 20% use video only and 34% use a combination of the two.¹⁴

¹² *Multisite is Multiplying*, p. 4

¹³ *Ibid.*, 13.

- Original campuses excel in student ministries, older adult ministries, and children's ministries.¹⁵

Beyond these questions and others, there are at least four basic models which can help define what your multi-site strategy will look like. The first is the creation of multiple video-venues on one campus that might worship at the same time by using videocast or pre-recorded messages. The second is the extension of a church into a new location - the regional campus model. The message in many cases remains the same with worship being tailored to the community. The third model is built around the planting of autonomous, yet highly connected congregations that embrace the vision and values of the original site. A fourth model is built upon the expansion of disciples, small groups and leaders that comes with a low level of risk and investment - the simple expansion model. At the heart of this strategy is the multiplication of small groups and leaders, while other models are more dependent upon the multiplication of worship environments.

The key to becoming a successful multi-site church is not in the adoption of a certain model, but rather in discerning what God has called the church to be and do. It is about embracing God's mission to make disciples in a way that fits your context and congregation.

The Video-Venue model

"A video-venue model allows churches to extend their reach by creating a variety of environments, often driven by worship style, that attract different segments of their communities."¹⁶ North Coast Church in Vista, California was one of the early pioneers of this model. North Coast offers a variety of different worship service options varying in style, location, and time slot. Their teaching pastor always speaks in the venue called North Coast Live while the rest of the venues watch the message on video. The worship music styles vary from traditional hymns and choruses to contemporary songs, from Country Gospel bluegrass to "THE EDGE," a cutting-edge experience incorporating electric guitars and high energy worship. Currently they offer a total of twelve worship options, including one in Spanish, on three different campuses. Their current weekend attendance exceeds 8,000.¹⁷

North Coast goes out of its way to make sure that each venue has its own unique feel, assuring that attendees do not feel like they are in an over-flow room or

¹⁴ Ibid., 17.

¹⁵ Ibid., 6.

¹⁶ *The Multi-site Church Revolution*, p. 30.

¹⁷ For more information go to: www.northcoastchurch.com.

second-class environment. Worship styles, group size, environment design and other factors help create environments that are desirable and targeted for specific audiences.

What is amazing about video venues is that people respond to the digital image as if they were listening to a speaker in person - they laugh, cry, and experience transformation at the same levels. In other churches, the preacher changes locations - preaching in different venues each week. As technology has evolved, some churches are connecting two or more venues together via a live simulcast experience.

The Regional-Campus Model

The regional-campus model, popularized by churches like North Point in Alpharetta and Community Christian Church in Chicago, seek to extend their impact by duplicating the experience of the original campus at additional campuses scattered across a region. This makes the church accessible to people who do not want to or cannot make the commute to the original campus. This model is used in many settings, both small and large.

North Point's three campuses are about twenty miles apart and offer the same message via video or live from Andy Stanley. Their focus on a narrow age demographic (young adults) shaped their identity and guided the development of both their approach to ministry and their decisions as they began to add sites. Because the musical interests of this demographic are similar, they play the same kind of music at all of their locations. Their locations are determined by discovering if there is a high concentration of their target audience in the area.

For North Point Community, the regional campus model has allowed them to not only expand their influence in the Atlanta area, but into other regions through the ministries of their strategic partners. Their partners are autonomous churches that share the same mission, values and organizational structure as North Point. They aim to implement the North Point ministry model and strategies, showing the video messages from North Point 33% to 90% of the time. Along with providing pastoral care for their congregations, pastors spend their time maintaining margin for family and spiritual health, staff and leader development, vision casting and fundraising. They participate in monthly conference calls with other partners and North Point staff, connect with one another through North Point hosted

conferences and websites, and receive area specific training through web-based resources and onsite visits.¹⁸

Community Christian Church (CCC), whose original campus is located in Naperville, Illinois, has nine campuses with more than 25 celebration services and more than 5,000 people attending. There are an additional 17 churches in The New Thing Network (www.newthing.org). What is their dream? It is 200 churches with more than 100,000 Christ-followers in attendance! Unlike North Point, most sermons are delivered live, having been created by a collaborative team of teaching pastors.

For CCC maintaining alignment with the originating church is of great importance. If there is vision and value drift by any of the locations, it will slow down the whole church. But if they can keep all of their locations moving toward the same vision with the same values, they will exponentially increase the impact their church can make. Therefore, all campuses pursue the same vision and are led by a campus pastor, with the senior pastor giving oversight to all campuses - *to the church as a whole*. Each week, at Community, they talk about one Big Idea: one biblical truth reinforced through teaching, music, theatre, video... whatever it takes to get that laser-focused theme into the minds and lives of their attenders. Students and kids learn the same Big Idea in a way that is appropriate for their age. The church has one budget, with each campus expected to operate on 70% or less of its offerings within five years of its launch date. There is one centralized system for banking, staffing, payroll, benefits, capital expenditures, lease agreements, etc., as well. One elder board oversees the church, with representatives from each campus.¹⁹

The Collegiate Church Planting Model

Redeemer Presbyterian Church in New York City was launched in 1989 and it went multi-site in 2000. Its long-range vision is "to have three strong congregations serving a total of 9,000-10,000 people, worshipping at 7-9 locations and 12 or more services around the city, drawing many more un-churched people into a relationship with God, and with a reputation for serving and loving those in the city who don't share our beliefs as well as loving those who do."²⁰

¹⁸ For more information go to: www.northpoint.org.

¹⁹ For more information go to: www.communitychristian.org. Additional information can be found in *The Big Idea: Aligning the Ministries of Your Church through Creative Collaboration* (Leadership Network Innovation Series) by Dave Ferguson, Eric Bramlett, and Jon Ferguson.

²⁰ For more information go to: www.Redeemer.com.

Redeemer did not go into multi-site because it was more economical or efficient. Moving to other sites meant greatly increased costs for rent, for children's ministries, for music and many other things. They did not go into multi-site to reach more people. They could have multiplied the number of services where they were. They went multi-site so that people could worship closer to where they lived. Their desire was to give people an opportunity to become more deeply involved in the community and more easily bring friends to the church. In many ways it was an 'anti-megachurch' move - designed to reduce the number of commuters and increase involvement in the life of the church.²¹

The multi-site model is a transition design for them. Redeemer has a timetable for turning each site into a congregation in its own neighborhood, with its own pastoral leadership. Once critical mass has been established the site will then transition from a 'multi-site' to a 'collegiate' model. Though still under one unified board of elders, each church will have its own pastoral team, elder team, and set of lay leaders.

The collegiate model is attractive to leaders who like team ministry and collegiality, and yet who want to be entrepreneurial as well. The collegiate model means the 'lead pastors' of each congregation will have to work closer together than they otherwise would. It means taking much more counsel before making moves. Why not move right from multi-site to an autonomous church? The first answer is that the collegiate stage helps keep the congregations more on the same page in ministry vision for a longer time. While the churches will eventually become autonomous, by that time they will have had a number of years in which they have had to work together. This will make it more likely that the churches' 'DNA,' likeness to one another, will last for generations. It makes long-term unity more likely. The second answer is that the collegiate model enables the pastors and leaders of each congregation to get more help from the originating church and her senior leaders. They will be in a formal mentoring relationship for several years. It ensures that the ministry wisdom of the founding generation of leaders is passed on.

The Simple Expansion Model

The simple-expansion model focuses churches on the fulfillment of the Great Commission through the multiplication of leaders, small groups and disciples. This

²¹ For more information go to: http://redeemercitycity.com/blog/view.jsp?Blog_param=99.

model is embodied by several churches across North America, with Christ the King Community Church (CTK), near Seattle, Washington being a great example. Over the past decade, CTK has built one of the largest multi-site churches in the world. Originating in a small community in the North Puget Sound region, the congregation has launched 18 worship centers in Washington, seven more in states across the country, and 18 more internationally, including sites in Canada, Argentina, India, Israel, Ghana, Kenya, Nigeria, and South Africa. In 2007 alone, the church created close to 1,000 small groups throughout Africa.

What is their vision? It is to see a prevailing, multi-location church emerge that will transform the spiritual landscape of a region by convening thousands of small groups with worship centers strategically located in every community. At the heart of this strategy is not the multiplication of campuses, but rather the multiplication of leaders - with the most important leader being the small group leader. Instead of targeting a community, they pray for leaders who are willing to go out into the harvest and form small groups. When they emerge, they deploy them, provide training and then support them. Their process for multiplying leaders is simple: Identify, Deploy, Train and Support.

The multiplication of small group leaders is the heart of their strategy. When a leader has been identified they are encouraged to gather a small group (3-10) of people in Jesus' name. These open groups seek to balance the desire for community with the command to make disciples. As the group grows, the process continues with the development of a second group, under the leadership of a second leader. When 20-50 people are active in small groups in a community a Video Café is launched. Often held in a coffee house, restaurant or conference room these environments seek to maintain a sense of intimacy. They sit around tables, the music is acoustic and the teaching is delivered via video or live in a conversational format. At this level there are directors for worship, small groups and operations - some of whom are bivocational. The fourth step in the process is the development of a worship center which conducts weekly worship for 50 to 500 people. The setting is still informal, people sit in rows, and the music is enhanced beyond that of the Café, with the sermon being delivered in a more traditional way. The center is led by a vocational pastor who provides leadership to directors of children's and youth ministries.

Again, at the heart of this model is the multiplication of leaders and small groups - Cafés and worship centers develop as a result of the deployment of small group

leaders and the multiplication of groups. They are a by-product of a healthy leader development process. As you can see, the cost of doing this model is low and requires a "Church where the ministry is carried out by ordinary people, and it is the pastor's job to identify, deploy, train, and support these ministers."²²

When Does Going Multi-Site Make Sense?

When Does Multi-Site Not Make Sense?

Many have asked the previous two questions regarding going multi-site. There are some key additional questions that must be considered as well. Perhaps the first question to answer is whether multi-site ministry actually fits with your church's vision and values! Another question to consider is would any of the multi-site models best fit your gift set and your church's context? The third question would be to consider and ask if your leadership would be supportive and enthusiastic about going multi-site. Even smaller churches which go multi-site by holding a service off the main campus during a Bible study hour can begin to feel overwhelmed or even threatened by their loss of influence and power. Closely related would also be the question does your key top leadership in the church support this goal and vision? A fifth question for consideration is how effective have you been in communicating your vision to the rank and file of the church? Lastly, if you are the pastor and spouse, are you both ready and willing to do this for the long haul? Going multi-site will have a big impact on your ministry style and family patterns.²³

When does Multi-site make sense?

There are at least five cases when going to the multi-site strategy actually makes sense. Multi-site makes sense when there is...

Focus: When the focus is on the Great Commission. A key characteristic of multi-site churches is that they have a broader view of who God is calling them to reach than other churches. A church cannot grow if its focus is inward.

Multiplying Culture: When the church has a culture which embraces the multiplication of disciples, small groups, leaders, new services, and new sites.

Health: When the originating church is healthy.

²²Browning, David. *Deliberate Simplicity: How the Church Does More by Doing Less*. (Grand Rapids, MI 2009), 15.

²³Harrison, Rodney, Tom Cheyney, and Don Overstreet. *Spin-Off Churches: How One Church Successfully Plants Another*, (Nashville: Broadman & Holman Publishing Group, 2008), 75-80.

Understanding: When the church knows who it is, how it operates, its values, and processes for advancing the kingdom of God. They need to have a grasp on their strengths and what elements of their church that they want to pass on to their new sites.

Barriers: When the church is willing to remove the barriers that prevent people from coming to know Christ and becoming part of a local congregation. These barriers may be related to their facilities or parking. They may be related to geography or culture. It may be related to finances. Many multi-site churches determined that the construction of a new facility was not the best way to expand their influence in their community.

When does multi-site not make sense?

Building off of the section above, multi-site does not make sense when the church is unhealthy, lacks focus and understanding, when its culture resists giving away resources, when systems for operating the church are unhealthy or when it is not willing to address the barriers that prevent people from coming to know Christ. More importantly, a church should not venture into multi-site when the church is trying to create growth and not leveraging existing growth. Multi-site works best when the church is currently experiencing growth. At the heart of the issue is momentum. When a church is experiencing growth and vitality and there is momentum multi-site makes sense. The converse is true.

James MacDonald pastor of Harvest Bible Church states, "In my ministry, it is the getting there that has been the great thing, not the arriving. In the same way multi-site is a vehicle; it is not the destination. So, be careful not to covet multi-site. It is extremely complex. It is very draining. It is a ton of work."

Transitioning To a Multi-Site Church

Becoming a multi-site church is not about selecting the right model. It is not about embracing the next best strategy to grow a church. It is more about culture or environments. It is deeply rooted in knowing what God has called your church to be and what He is calling you to accomplish. Once your calling has been affirmed and you are secure in whom you are as a church - it is about adapting parts and pieces from the work of others in an effort fulfill your unique mission in the world.

As mentioned earlier, moving toward multi-site makes sense when your church is being blessed by God with new believers. As a matter of fact, most churches that enter into the multi-site arena do so out of necessity. They are experiencing growth - the demand for

the gospel exceeds their ability to service their community, and yet God has given them an ever increasing burden for greater impact. Their church is healthy and has systems that have led not only to the multiplication of disciples, but small groups and leaders.

If your church has the right foundation the next logical question is simply, "What are the steps to take toward becoming a multi-site church?" First, and foremost, the pastor must continually cast a vision for greater influence in the community and beyond by becoming a multi-site church. Remember, multi-site is not a strategy or an add on - it's about becoming a reproducing church, one that repeatedly reproduces disciples, small groups, leaders, campuses and churches. It requires a church with open hands - one willing to invest everything, and everyone, in advancing the kingdom of God.

Once there is support from your leadership and your membership understands the value of multi-site, there are four things needed to launch your first campus: leaders, a core group, finances and a location. These underscore the need for a culture which embraces multiplication in your church. It is the multiplication of disciples, small groups and leaders that makes multi-site possible.

Leaders: It is the campus pastor, typically raised up with your church, who conveys the DNA of the originating campus. He recruits the core team and ministry leaders and recreates an environment which embraces multiplication in the new site. These individuals should have the ability and passion to replicate the vision, core values and the heart of the originating church. Conflict, misunderstandings and resentment can develop when the campus pastor lacks an understanding of the basic components of the originating church's vision, core values and DNA.

Core Group: We found it interesting that most churches ventured into multi-site by first creating a new venue on their existing campus. Equally fascinating is the fact that many of the off-site ventures (85%) were less than 30 minutes from the originating campus.²⁴ In order to be effective and to assure greater potential for survivability, multi-sites typically need 100-250 people. "Starting with an average core launch group of 174 people (median is 75), a sizable number of the surveyed churches experienced more than 50% growth at their satellite sites in the first year."²⁵

Finances: Multi-site makes sense, but how are you going to pay for it? In most churches their budgets are stretched beyond reason. Few churches have a designated account

²⁴ Bird, Warren and Kristin Walters. *Multisite is Multiplying* (Dallas, TX: Leadership Network, 2010), 15.

²⁵ *Ibid.*, 9.

waiting to be invested in expanding the influence of their church. If your church is seriously considering going multi-site it must “count the cost.” Not necessarily the cost of opening a second venue, but rather the cost of not opening that venue. The cost of being disobedient to the Father’s will is tremendous. Most of the funding needed to launch a new venue comes from the originating church and her campuses (40%) general budget. The second most common source for funding is a capital campaign (24%) and finally, from a special offering (12%). It is interesting to note that very few are funded by their denominations (5%).²⁶

Location: Multi-site churches have an expanded vision, typically beginning with their city or region. Most venture into multi-site by first creating a new worship venue on their current campus, with more than 85% of those churches involved in multi-site saying that their closest campus was less than 30 minutes away from their originating campus.²⁷ As we reviewed research on multi-site two principles seemed to emerge regarding location: First, start a site where you already have members. This allows you to assemble a core group and to build off your reputation in the area. Second, as you seek to understand the location, seek to understand the people that call it home. What, if any, cultural shifts will you have to make in order to remove barriers to the gospel? Spend time getting to know who is unreached in the area and why. Try to understand the rhythms of the community and the things that make it unique. All will help you determine if the location is a good fit for your church.

As shared earlier, multi-sites have a 90% success rate. Location problems, campus pastor and funding are the top three factors most cited when a campus closes.²⁸

Resources for Exploring the Multi-Site Arena



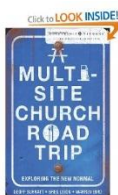
Spin-Off Churches (B&H Publishing Group, 2008) has a great section as an overview of all of the various facets of and eleven primary approaches of

²⁶ Ibid., 7.

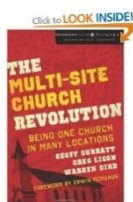
²⁷ Ibid., 15.

²⁸ Ibid., 24.

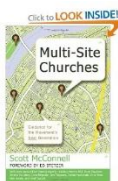
going Multi-Site. It has a view that considers multi-site globally which is different than most of the others on the subject.



Multi-site churches are becoming the new "normal", according to Geoff Surratt, Greg Ligon and Warren Bird in this book, and they estimate that there are now more than 3,000 multi-site churches in the United States, whereas there were only about 300 ten years ago.



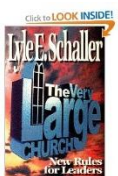
The Multi-Site Church Revolution is a great book! At just over 200 pages, it is packed with some really good stories from churches where the idea is working. Equally helpful are examples of missteps in many of the model churches.



This is a well-written and researched book for anyone involved in or planning a Multi-site strategy for church growth.



Lyle E. Schaller, *Innovations in Ministry*, chapter 6 "Off-Campus Ministries" and chapter 8 "The Multi-Site Option," are two very well written chapters that most people quote and utilize in multi-site.



George Bullard writes, "when you take the time to read this book you will discover the details concerning three crucial issues surrounding congregations

that have more than 800 in average weekly attendance: 1. We need more of them to reach the generations born after 1965. 2. A new rule book is needed to understand the congregation of more than 800 in attendance. The old rules do not apply. 3. Consumerism has changed the congregational game plan, and big congregations are a must during the third millennium."



Starting Reproducing Congregations is a good guidebook for discovering ways to develop new churches and multi-site is just part of this strong work. Sanchez and Smith have done us a favor in writing this book.

Web Resources

Multisite is Multiplying. By Bird, Warren and Kristin Walters. Dallas, TX: Leadership Network, 2010. <http://www.leadnet.org>

One Church, Two Locations. By Thom Rainer, on www.churchleaders.com.

Mark Batterson Blog, <http://www.evotional.com/> On reducing the dependence upon one leader.

Multi-Site Trends <http://www.outreachmagazine.com/features/3986-2011-Multisite-Trends.html?print>.

The Multi-site Phenomenon

<http://www.christianpost.com/article/20100903/survey-examines-phenomenon-of-multisite-churches/>.

The Collegiate Planting Model

<http://cavman.wordpress.com/2010/01/31/considering-the-collegiate-planting-model/>.



YouTube Resources (Searches):

- Stetzer & Hirsch on Multi-Site
- Multi-Site Being One Church in Multiple Locations
- Dave Ferguson on launching new multi-site campus
- North Coast Church: How we do Multisite
- A Multi-site Church Road Trip