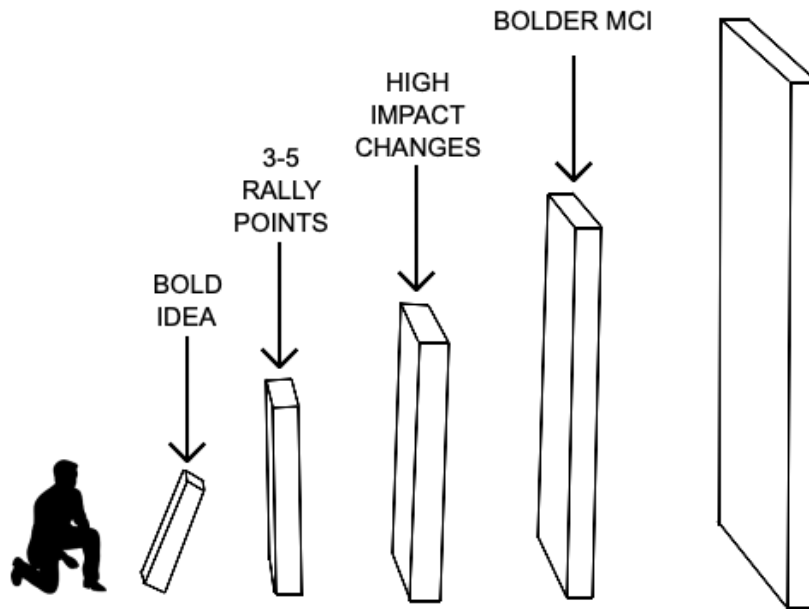


Ignite Your Church

Overview MCI Relaunch Plan



Phase 1: Define It

The Four MCI Essentials

Be clear, not clever

--Recalibrate Axiom

Essential #1: One Bold Idea

“WHO will do WHAT by WHEN”.

Essential #2: Name It

You want your name to:

- Be memorable
- Spark interest
- Create a buzz
- Be brief and simple to say

Essential #3: Define 3-5 Rally Points

New Life's 2.12.12 Examples:

- Launch a new Saturday Service with 500 people.
- Relaunch Kids' Ministry with 800 kids.
- Launch a new gathering on Maple Valley Campus.
- Relaunch our website & branding.

The Litmus Test

- Are your “Rally Points” Bold and Believable?
- Are your “Rally Points” New, Newish, or New to You?
- Are your “Rally Points” Clear, Concise, and Concrete?
- Are your “Rally Points” Measurable?

Essential #4: Hight Impact Rapid Changes

Anchored in your Rally Points

Phase 2: Date It

Seven Things to Consider

“Dreams without deadlines are dead ends.”

—Recalibrate Axiom

1. Determine the length

The length of an MCI is directly tied to the scope of the Rally Points and High Impact Changes. Don't belabor a simple MCI and don't rush a complex one. Here are some lengths I recommend:

- Forty days: Perfect for special emphases or campaigns (Like “Forty Days of Prayer”).
- Ninety Days: It takes three to six months if you're relaunching a ministry or department.
- Nine Months: It takes six to nine months if you're relaunching your entire church and make major Q2 Graceful Changes
- Two to Three Years: A building campaign or a new campus could take this long. Likewise relaunching large organizations, such as denominations and universities, too.

2. Consider the calendar

The longer that you work in a church, the easier it is to forget about the practical realities that can impact your MCI:

- School schedules, including breaks and special events (and don't forget that different districts have different dates).
- Weather.
- Daylight savings time—there's nothing worse than pouring all your energy into a big fundraiser and discovering it lands on “spring forward.” Ask me how I know.
- Holidays and the natural rhythms of the year.
- Professional sports team schedules. Can anyone say Seahawks game?

Good MCI Dates

- Sunday after Super Bowl: (second Sunday in February) This gives all of January to ramp up and allows for plenty of time before Easter.
- March: Same reasons as above, plus I can tie it into Easter.
- Late September/early October: Kids are back in school and everyone's in a "get back to work" mindset.

3. Pay attention to the "Cultural Beams"

- Budget: If it's going to cost money and require fundraising, be sure to take timing into account—you don't want a fundraiser campaign that coincides with Christmas's credit card bills.
- Bandwidth: Pay attention to the demands on both your staff and your congregation. Again, the holidays are a really bad time for an MCI.
- Beliefs and behaviors: Relaunching your church is going to mess with people's beliefs and behaviors, be sure your plan includes time to teach and vision cast

4. Declare your LAUNCH Day

5. Create the MCI Timeline

- Mile markers—benchmarks to ensure you're on track (see below)
- Special sermon series before or after the launch
- A time for a focus on prayer.
- The forty days before your launch Sunday.
- Launch Day. This is the big date!

6. Publicly Announce the LAUNCH Day

7. Schedule your next, BOLDER MCI ...

Phase 3: Do It

Seven Actions Points

“Stop Dreaming...start Doing”

-Recalibrate Axiom

Action Point #1: Build your MCI Relaunch Team

You need to build your own “dream team.”

Every staff person has to own and execute the process of your relaunching your church.

Action Point #2: Make Daily Progress

Some of the tasks I put at the top of my daily lists are

- Fine-tuning Launch Day
- Checking in with one or two team members,
- Talking to an influential person in the church,
- Resetting a cultural beam (chapter 7)
- Intentionally thinking of ways to connect the dots, celebrate wins, cast vision and creating a cultural language. (see chapter 8).
- Research other churches who are doing this better than you
- Reading a book or listening to a podcast that can help you come up with ideas

Action Point #3: Prioritize Weekly Accountability

Two questions to ask:

- What did you do last week that made the greatest impact on our MCI?
- What will you do this week to have the greatest impact?

Action Point #4: Communicate Like a Church Planter

- Utilize social media (Twitter, Facebook, Instagram . . . and dare I suggest TikTok?).
- Create videos that share the vision and tell stories.
- Use creative signage and branding.

- Send a “Save the Date” notice three months ahead of time.
- Launch an email campaign.
- Update your website and app.
- Have every department build excitement within their ranks.

Action Point #5: Raise the funds

- People give to vision
- Put in your budget
- Raise the funds. This is part of the buy in.
- You can’t afford not to do this.

Action Point #6: Sprint to the Finish Line—The Last Forty Days

Here are some ideas:

- Forty days of prayer: Involve everyone—kids, youth, and adults. This is a great time to tap into the power of your praying senior adults.
- Six-week teaching series around your MCI: Use the MCI’s name as the basis for your series’ title. Anchor it in your church’s mission, values, vision narrative, and the story of your church. (Practices #2 and #3).
- Be a cultural architect: Connect the Dots. Celebrate wins. Cast vision. Create a cultural lexicon. And tell lots of stories. (Practice #7).
- Cultivate last-minute ideas: Some of your best ideas, will happen as you approach the Big Launch Day. Don’t suppress them. Cultivate these ideas. They may be some of your best ones.

Action Point #7: Make Launch Day Big

This is it. The big day.

- Celebrate your Rally Points and High Impact Changes.
- Launch new ministries created during your MCI
- Put a stake in the ground on some new cultural values, such as, “We will be a church who reaches unchurched people.”

Your MCI Final Checklist

- √ Finalize the four elements on your MCI Relaunch Plan (chapter 10)
- √ Turn your placeholder date into a concrete date (chapter 11)
- √ Create a timeline with mile markers (Chapter 11)
- √ Build Your MCI Relaunch team (chapter 12)
- √ Make Daily Progress (chapter 12)
- √ Decide MCI Accountability Meetings (chapter 12)
- √ Create a financial plan (Chapter 12)
- √ Develop a communication plan
- √ Sprint to the finish line
- √ Make the Launch Day BIG
- √ Set a new date for your next MCI