

LOVE GOD? GOT HEART? SHOW IT!

The background of the entire page is a grayscale photograph of the Atlanta skyline, featuring prominent skyscrapers like the Georgia State Capitol and the Bank of America Tower. In the foreground, there are bare trees and a street. A teal rectangular overlay is positioned at the bottom of the page, containing the text 'STRATEGIC LAUNCH PLAN' in white, bold, sans-serif capital letters.

STRATEGIC LAUNCH PLAN

OUR MISSION

Connect the **heart of God**
to the **heart of the City**



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Pulse church began as a vision for a new progressive church that is culturally relevant and spiritually life-changing. Pastor Billy Honor first had the idea of church planting in his heart and mind as a Bible College student back in 2005. Then, after 10 prayerful years, the Spirit moved and the decision was made to move forward with the vision.

We believe the Spirit is already at work in the metropolitan Atlanta area transforming lives and renewing our city. Our goal is to join the Spirit in this work and reach a new generation of people who haven't connected to the heart of God. We pray you'll support us in our endeavor.

Pastor Billy Honor and Kaldeen Honor





The Greater Atlanta area has over
5,400,000 people.



WHY ANOTHER CHURCH?

Simply put, nearly 50% of Atlanta is not connected to any faith community and 74% are not connected to a Christian church. Our mission is to be a place that helps connect the unconnected to the heart of God. We also hope to be a spirit-filled movement for good in our city. Many of the unreached in Atlanta are college students and young adults. Pulse Church wants to be a church reaching into the lives of these unconnected individuals with the love and truth of God.



A Simple Approach

reach them | build them | send them

**We believe that
people, not buildings,
are the church. The
greatest way to impact
culture to the glory of
God is to teach people
the way of Christ.**



HOW TO HELP

PRAY

Prayer changes things. Please commit to pray for Pastor Honor, the Leadership Team, and the people of Atlanta.

Here are some specific things to pray for:

- The Leadership Launch Team
- The perfect location and church venue
- Financial provision
- That many people will come to know Jesus

GIVE

Our goal is to raise \$200,000 to launch Pulse Church. Please prayerfully consider giving a significant one-time donation, or partner with us to sustain this ongoing project.

All donations can be made by mail or securely online at:
www.pulsechurch.tv

GO

We are looking for 100 people to help us make this vision a reality. We believe that God wants to do something incredible in the lives of the people of Atlanta. We need people committed to serving, attending and being great ambassadors for Christ
We need you!



TIMELINE

How we benchmark progress.

Phase 1 • January – March

- Organizing Pastor approved and commissioned
- Church identity and vision created (logo and website)

Phase 2 • April – June

- Develop leadership team
- Team begins relational outreach
- Begin interest meetings in Atlanta
- Develop launch team
- Plan major fundraising initiative
- Plan fundraising campaign
- Develop media and marketing campaign
- Determine worship site and launch date for worship service
- Begin planning worship service

Phase 3 • July – October

- Vision events to connect with community and recruit team members
- Build launch team of 120 people
- Leadership training
- Purchase equipment
- Begin major preparations for grand opening
- Monthly preview services (soft launch)

Phase 4 • October and beyond

- Official launch of Pulse church
- Expansion of Pulse church
- Begin discipleship groups
- Start a Spirit-filled new movement in Atlanta!



COST

Facilities • \$10,000

Equipment • \$33,000

- Sound & Instruments – \$15,000
- Children's Ministry – \$6,000
- Video Projection – \$7,000
- Lighting – \$5,000

Staff • \$29,000

- Worship Leader – \$10,000
- Children's Ministry Coordinator – \$10,000
- Keyboardist – \$3,000
- Drummer – \$3,000
- Guitarist – \$3,000

Marketing • \$18,000

- Flyers/T-Shirt/Social Media – \$5,000
- Direct Mail – \$8,000
- Signage – \$5,000

Outreach • \$10,000

TOTAL NEED = \$100,000



the bottom line is
EVERY SOUL MATTERS

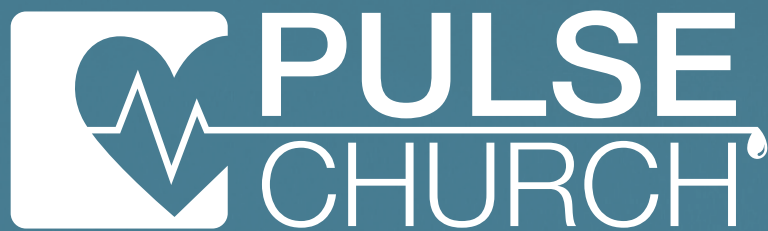


WE BELIEVE IN GIVING.

10%

of all resources will go directly
to our neighborhood missions
& partnerships.





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