



discover family church



STRATEGIC LAUNCH PLAN

the family is...

relevant

important

vital

spiritual



Johnny, Sarah, & Arlis Kelley / Lead Pastor



“Each generation goes further than the generation preceding it because it stands on the shoulders of that generation. You will have opportunities beyond anything we've ever known.”
- Ronald Reagan

Imagine a church where every leader, parent, and child were working toward the same goal....growing in authentic faith in Jesus connecting them to life they were created to live! Helping connect individuals, families, young, and old to a life-giving community.

In the fall of 2014 we are launching a life-giving, family focused church in Northeast Lakeland. Everyone has a family. Whether it is fellow students, co-workers, neighbors, children, or parents. The family is who we “do life” with. In today’s culture, the family seems to be falling apart. But together we can seize the opportunity to change the family trees of our nation....one family at a time.



445,000 PEOPLE

in the Lakeland area have no connection to God

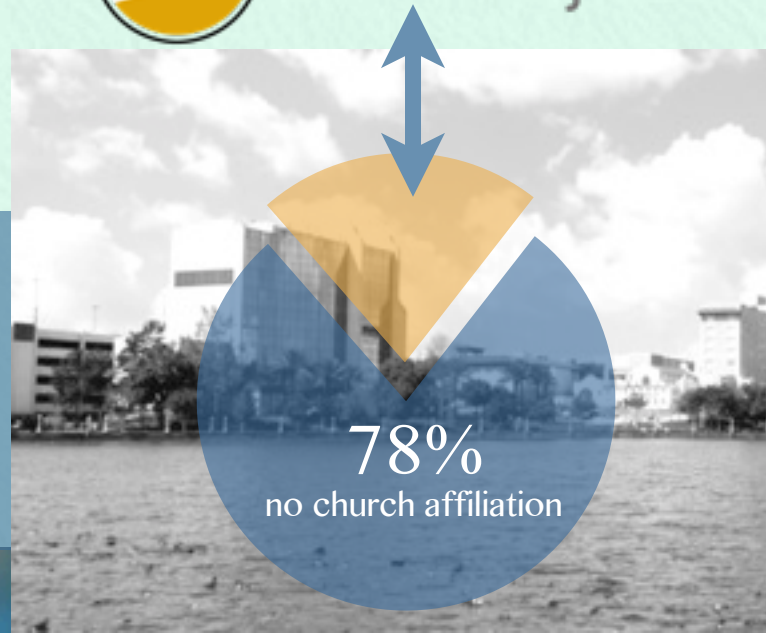


WHY ANOTHER CHURCH?



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The Lakeland area has 585,000 residents. 445,000 have no church affiliation. We'd like to change that.



OUR MISSION IS HOPE

“We want to be a **church that brings hope to the family** when things seem hopeless. To be a church that is **completely devoted** to Christ, revolutionary in it's **commitment to one another**, and completely dedicated to reaching those outside God's family with the **Gospel of Christ.**”

1/3 of those residents are under the age of 24. If you add in their parents, that is 3/4 of the population.

A SIMPLE APPROACH

Weekend Services | Family Focus | Small Groups | Growth Track | Serving

We exist to give a safe environment where families can come and hear the life-changing truth that Jesus Christ loves them and died for their sin.



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simple **APPROACH**

Here's the thing: People are busy. Life is busy. We don't want church to consume their lives..... we want the message of Jesus to consume their lives. We never want church to get in the way of the family encountering the life-changing message of Jesus. We want to make it hard for people in Lakeland to go to hell by making it easy for them to go to church.

Here's how we do it:

WEEKEND SERVICES

We intentionally organize our services to lead people into a relationship with Jesus. Our mission is to lead people INTO a growing relationship with Jesus.

FAMILY FOCUS

We will be intentional in how we equip families to be a part of their own relationships with Christ. Teaching parents to lead, and children to learn from the people God intended.

SMALL GROUPS

We believe that big impact results from the life change that happens in intentional community. Discover Family Church exists to lead people into a growing relationship with Jesus Christ. A big part of that process is learning to do life with others.

GROWTH TRACK

Growth Track is created to help people grow in their relationship with Jesus Christ! From the initial decision to accept Jesus as Savior to serving in life-changing ministry, we will lead people step-by-step from healing to growth and into a fulfilling leadership role.

SERVING OTHERS

We will have a Dream Team of group of incredible people that have discovered their gifts and passions and are actively serving in them. This team is all about one thing: serving God by fulfilling the role God has for them....not by just doing a "job" or filling a "need" .



timeline

Phase I August 2013 - April 2014

- Official incorporation of the church and 501(c)3
- Church identity collateral created (logo, website, etc)
- Develop staff and leadership team
- Team begins relational outreach
- Develop launch team and begin launch team meetings
- Major fundraising initiative
- Purchase equipment (sound gear, children's ministry, signage, etc)
- Develop comprehensive awareness campaign
- Determine site and launch date for the worship services

Phase II May 2014 - August 2014

- Hold Preview Services (soft launch)
- Create events to connect attenders to our launch team
- Begin Small Groups
- Build launch team to 100 people
- Begin leadership training for various departments
- Begin major preparations for Grand Opening Sunday

Phase III September 2014 and Beyond

- Official Launch of Discover Family Church!
- Expand Small Groups ministry
- Launch Growth Track
- Begin reaching out and into the lives of families!



WELCOME TO
LAKE LAND

how to help.

give {

Our goal is to raise \$250,000 to launch Discover Family Church well. Please prayerfully consider giving a significant one-time donation, or partner with us to sustain this ongoing project. We're looking for monthly partners to commit to giving for 12 months. All donations can be made by mail or securely online at: **launchdfc.com**

pray {

Prayer changes things. Would you commit to pray for Pastor Johnny and Sarah, the Leadership Team, and the families of Lakeland. 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

cost.

EQUIPMENT // \$95,000

- Sound & Instruments – \$45,000
- Children's Ministry – \$30,000
- Video Projection – \$10,000
- Lighting – \$5,000
- Trailers/Trucks – \$5,000

SALARIES // \$78,000

- Campus Pastor - \$30,000
- Children's Pastor - \$24,000
- Worship Pastor - \$24,000

MARKETING // \$22,000

- Flyers/T-shirts/Social Media, etc. – \$2,000
- Direct Mail – \$15,000
- Signage – \$5,000
- Website Presence – \$5,000

COMMUNITY OUTREACH // \$10,000

FACILITIES // \$20,000

- Rent (6 months) – \$20,000

TOTAL START UP BUDGET // \$225,000

OUR GOAL IS \$250,000
and to give \$25,000 to our world missions partners.

** Itemized listing available upon request. All financial support is 100% tax deductible.
Please make all contributions to: Discover Family Church*

we believe in giving.

10%

of all resources raised will go
directly to our world missions
partners and causes



CONVOY
OF HOPE



and other great charitable organizations





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P.O. Box 93643 // Lakeland, FL 33804 // launchdfc.com