



Brentwood Baptist™

Acts 1:8 Ministry Plan *for the year 2010*

"But you will receive power when the Holy Spirit comes on you, and you will be My witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth" (Acts 1:8).

*Connecting people to Jesus Christ
through worship, discipleship, and service.*



GROUNDED IN WORSHIP

1. Prayer Objective:

THROUGH INDIVIDUAL AND CORPORATE PRAYER, FOCUS BBC MEMBERS FOR SPIRITUAL AWAKENING AND KINGDOM GROWTH.

Common Term: PRAYER

Simple Message:

Christ followers actively pray as they seek God's will for themselves and others; they also pray their friends and family to Christ.

Simple Methods:

1. Link prayer and evangelism through sermons, Small Group and ABS lessons.
2. Structure corporate prayer time in each Small Group, ABS, Ministry Group and corporate worship experience.
3. Offer training and resources on the use of corporate Kingdom focused prayer in Small Groups and ABS classes.
4. Prayer groups and intercessors (Prayer Room, Students, Missions, Deacons, Congregational Care, X17, etc.)

Simple Measurements:

1. Number of Prayer Groups and Prayer Intercessors praying regularly
2. Percentage of our members involved in regular individual and corporate prayer
3. Number of unconnected people prayed for
4. Prayer resources

2010 Year 4 Goals:

1. Establish our identity as a praying church by having 90% of those surveyed participating regularly in individual, group, or corporate prayer
2. Increase by 10% the number of Prayer Groups and Prayer Intercessors praying regularly
3. 35% of those surveyed will be praying for someone who is unconnected
4. Distribution of a monthly prayer guide to members

2. Worship Objective:

CONTINUE TO PROVIDE GOD HONORING AND RELEVANT WORSHIP SERVICES AND RESOURCES TO ENCOURAGE PEOPLE TO ENCOUNTER GOD IN LIFE TRANSFORMING WAYS.

Common Term: WORSHIP

Simple Message:

Worship is living a God-honoring life.

Simple Methods:

1. Sunday Worship Services
2. Worship Resources
3. Worship Service Web-Streaming
4. Other: Chinese Worship, Deaf Church, Kairos, Marketplace, South Campus, Student Ministry

Simple Measurements:

1. Number in Worship Attendance
2. Number of Worship Opportunities and Venues
3. Number of Equipped Worship Leaders
4. Number of Post-Worship Service Decisions
5. Number of Developed Personal Worship Lifestyle-Related Resources
6. Number of Life-Transforming Stories told in Worship Services

2010 Year 4 Goals:

1. Effectively plan, prepare, and present God-honoring weekly worship services
2. Equip 100 new choir members and 20 new orchestra members
3. Equip 5 new "lead" worshipers
4. Develop and distribute at least one resource for deepening personal worship
5. Teach worship in at least (5) new venues
6. Launch additional Sunday morning services/venues



GROWING IN DISCIPLESHIP

3. Discipleship Objective:

LEAD EVERY MEMBER TO DEVELOP AN INTENTIONAL SPIRITUAL GROWTH PLAN THAT INCLUDES DISCOVERING AND ACCEPTING THEIR LIFE CALLING IN THE KINGDOM.

Common Term: DISCIPLESHIP

ADULTS

Simple Message:

Every Believer should have a plan to grow into more mature disciple of Christ.

Simple Methods:

1. Spiritual Assessment Tool for Adults
2. Connection Coaching Sessions for new members
3. Use of Spiritual Assessment tool in Small Groups, ABS classes, Special Emphasis Classes
4. Use of online discipleship tools (e.g. Thematic Bible Studies, Spiritual Assessment, Teacher Training, class on how to study the Bible, etc.)
5. Use of the spiritual assessment tool for developing discipleship themes

Simple Measurements:

1. Number of new and existing members completing the Spiritual Assessment process including developing a Spiritual Growth Plan
2. Small Group, ABS, and Sunday School enrollment and attendance
3. Number of new classes and groups launched
4. Number of discipleship tools and resources developed

2010 Year 4 Goals:

1. A 10% increase in positive responses to the annual survey "life change" questions
2. 80% of new members, 15 Small Groups will complete a Spiritual Assessment and Coaching Session
3. 70% of Adults and Students in worship each week also in Small Groups or ABS Classes
4. Implement recommendations from 2009 ABS and LifeGroup Study
5. Implement an Adult Discipleship Strategy for the South Campus
6. Launch 3 new ABS classes and 10 new Small Groups
7. Publish a detailed resource guide for those completing the Spiritual Assessment process
8. Develop content for at least 4 e-learning resources
9. Develop content for at least one thematic churchwide experience

EMERGING GENERATIONS

Simple Message:

Our mission is to facilitate a home/church partnership in order to equip children and students to love God (worship), grow in Christ-likeness (discipleship), and serve others (evangelism/ministry/missions).

Simple Methods:

1. Connecting (Sunday Bible Study Visitors)
2. Grounded (Sunday Bible Study)
3. Growing (Small Discipleship Groups – KidLife, Student, and College LifeGroups)
4. Catalyst Venues (Opportunities that attract and intentionally leads children and students to deeper levels of commitment and participation, such as VBS, Exit 71 Summer Camp, family worship experiences, etc.)

Simple Measurements:

1. Connecting: Number of Sunday Bible Study Visitors
2. Grounded: Sunday AM Bible Study "Regular Sunday" average attendance
3. Growing: Small Groups enrollment and average attendance; number completing New Member Class
4. Going: Number of LifeGroups on Mission, number of Mission Initiatives, 5th Grade and Student Mission Journeys
5. Leaders: Number of full-time leaders involved; number of new full-time leaders equipped



- 6. Ministry Impact: Number of professions of faith (except preschool); number of baptisms, anecdotal stories of life-change.

2010 Year 4 Goals:

- 1. Refine the "Spiritual Formation Model for Emerging Generations" that focuses on consistent biblical content, context and catalysts and develop new strategies to communicate this vision
- 2. Utilize Sunday AM programming and new space to attract and assimilate more children and students by focusing on outreach and implementing evangelism team recommendations resulting in a 10% increase in visitors
- 3. Small Group participation at 75% level (student ministry) and 45% (children's ministry) of Sunday AM attendance
- 4. Fully staff our small group discipleship ministries with consistent leaders at the 95% level with 75% participation in quarterly equipping opportunities
- 5. Equip a generation to live missionally with a 10% increase in involvement in mission initiatives
- 6. Continue to help identify, train and support leadership for the launch of the South Campus in preschool, children and student ministry
- 7. Develop resources that help focus, align and simplify communications regarding our programs and leadership development

4. Parenting Objective:

MAKE THE HOME THE CENTER OF DISCIPLESHIP FOR CHILDREN.

Common Term: PARENTS AS SPIRITUAL LEADERS

Simple Message:

The church and the home should work in partnership built around a strategic plan (Parenting 6.7) to equip a generation to love God and serve others.

Simple Methods:

- 1. Synchronize Strategy – The Emerging Generations team will align with the Adult Discipleship Team to develop and promote the Parenting 6.7 vision.
- 2. Communicate this expectation and plan church-wide – We consistently support the message that "parents are the primary spiritual influence" in all venues of church life.
- 3. Develop Resources and a Resource Guide – Our team is committed to creating and helping parents find family discipleship resources that are biblical, age-appropriate, and simple to use.
- 4. Connect our teaching ministries to the home – Whenever possible, we drive as much content to the home for "life on life" discussion and "teachable moment" application.
- 5. Provide catalyst venues that introduce parents to Parenting 6.7. – Develop "Spiritual Milestones" as the primary catalyst for introducing parents to our strategy at each developmental faith milestone. Other supplemental catalysts can be used by each team such as New and Expectant Parents (preschool) or Parent Passages (students).
- 6. Partner with missions to provide family-friendly mission opportunities
- 7. Partner with the worship ministry to focus on intergenerational worship gatherings

Simple Measurements: (to be measured by an annual survey)

- 1. Percent of parents who have a "faith talk/family devotion" at least once a week
- 2. Percent of parents who are using "God moments/teachable moments" to communicate spiritual truths to their children on a consistent basis (Deut. 6:9)
- 3. Percent of parents who are participating in the "spiritual milestones" path
- 4. Number attending additional family catalyst and equipping venues
- 5. Number of families/participants in family-friendly mission opportunities
- 6. Stories each quarter that communicate the impact of Parenting 6.7

2010 Year 4 Goals:

- 1. Align Parenting 6.7 vision with Adult Discipleship Team
- 2. Develop "Spiritual Milestones" Ministry that aligns or develops Parent-Child Dedication through Senior Recognition in order to recognize and equip parents as primary spiritual catalysts at each developmental stage
- 3. Develop the survey tools (3-5 question survey) to be used annually in worship and on-line to measure our impact and conduct the first survey to establish a base line
- 4. Work with the worship planning team to promote and refine the "table talk" questions for in-home use
- 5. Re-develop and distribute 500 Resource Guides for Parents
- 6. Work with missions to offer two family mission journeys and two family mission opportunities
- 7. Capture 2-3 stories each quarter that communicate the impact of Parenting 6.7



5. Leader Development Objective:

IDENTIFY AND DEVELOP CHRIST-LIKE LEADERS FOR GLOBAL KINGDOM GROWTH.

Common Term: LEADERSHIP DEVELOPMENT

Simple Message:

Christ like leadership is gift based, empowering, reproducing and Kingdom focused and is most effectively developed through church based on the job training.

Simple Methods:

1. Apprenticeships – Every lay leader makes it their mission to recruit and develop another lay leader.
2. Mentorships – Every staff member has a strategy for replicating themselves; Succession Planning Mentoring; Minister in Residence Program
3. Internships – Credited and non-credited intern partnerships with Christian Colleges, Universities and Seminaries
4. Online Training – Downloadable leader training resources
5. Courses – Advanced Leader Training; TNT; Leadership Summits
6. Documentation – Apprentice Identification and Training Resource Guide; Step by step documentation of job and position functions
7. Consulting – Serving as a resource for the broader Christian community

Simple Measurements:

1. Number of leaders
2. Number of new leaders trained and deployed
3. Percent of leaders who identify and train an apprentice
4. Number of interns and Minister's in Residence

2010 Year 4 Goals:

1. 400 new leaders identified, equipped and released in ministry
2. Conduct 2 Church-Wide Leadership Summits
3. Pursue an accredited internship program with multiple Christian Colleges, Universities and Seminaries
4. Pursue a two year Minister in Residency program for Seminary Students or Graduates
5. Develop and distribute a Leader Replication Resource Guide and Covenant
6. Develop and implement survey tools to report the number of lay leaders who have identified and are actively apprenticing another leader
7. 100% of ministerial staff have documented their job functions and have developed a strategy for replicating themselves
8. Streamline and refocus TNT
9. Develop the content for at least two e-learning resources for church leaders



GOING IN SERVICE

6. Missions/New Work Objective:

DEVELOP AN ACTS 1:8 CULTURE IN WHICH OUR CHURCH ENGAGES THE WORLD AROUND US AT EVER INCREASING CIRCLES OF INFLUENCE.

Common Term: MISSIONS

Simple Message:

Missions is creatively meeting needs in order to present the Gospel to people both like us and different from us at home and around the world.

Simple Methods:

1. Strategic global outreach partnerships
2. Strategic community outreach partnerships
3. Members in ministry (BBC members in full-time missions/ministry)

Simple Measurements:

1. Tracking strategic global outreach partnership impact (decisions for Christ, BBC Mission Journey participants and other member involvement, funding usage)
2. Tracking strategic community outreach partnership impact (decisions for Christ, BBC member involvement, funding usage)
3. Number of BBC members serving in full-time ministry

2010 Year 4 Goals:

1. Engage in 10 Strategic Global Outreach Partnerships that result in a minimum of 800 decisions for Christ, involving 400 Brentwood Baptist members
2. Engage in at least 20 Strategic Community outreach partnerships that result in a minimum of 60 decisions for Christ, involving at least 3,000 Brentwood Baptist members
3. Identify and equip 65 BBC members in full-time missions service and/or ministry
4. Implement missions education initiatives for 750 adults, students and children

Common Term: NEW WORK

Simple Message:

Starting and growing churches is the biblical strategy for reaching all cultures for Christ.

Simple Methods:

1. Partnering with proven church planters locally, nationally and globally; providing guidance, volunteers and funding
2. Embracing creative, contextual church planting strategies (multi-site, house churches, inner-city, etc.)

Simple Measurements:

1. Number of new works (church plants) established
2. Tracking church plant impact (spiritual decisions, life transformations, baptisms, attendance, and capturing the "stories from the harvest")

2010 Year 4 Goals:

1. Establish a lay and staff led "New Works" team
2. Engage/Assist in six BBC New Work initiatives (people groups, regional campuses, Kairos) resulting in 50 decisions for Christ
3. Engage/Assist in six non-BBC New Work initiatives resulting in 500 decisions for Christ
4. Develop strategy for Missional Church Planting Residency Program
5. Recruit and engage 100 BBC members/staff to participate in New Work Initiatives (serving, equipping, coaching, and encouraging)



7. Ministry/Service Objective:

ENCOURAGE EVERY MEMBER TO DISCOVER AND ACCEPT THEIR CALLING FOR GROWING THE KINGDOM OF GOD.

Common Term: MINISTRY PLACEMENT

Simple Message:

We are each uniquely gifted, experienced, impassioned and called to a Kingdom focused ministry of sacrificial service. The church's role is to help each Christian discover who they are in Christ, identify their unique calling and equip and empower them for their ministry of sacrificial service.

Simple Methods:

- 1. PLACE
- 2. New Member Class
- 3. TNT

Simple Measurements:

- 1. Number of PLACE graduates
- 2. Percent of members actively engaged and using their gifts in a ministry

2010 Year 4 Goals:

- 1. 500 PLACE graduates
- 2. 70% of BBC members surveyed will know and be using their gifts in ministry/service inside or outside the walls of the church
- 3. Develop an accountability process for ministry partners' assimilation of BBC PLACE referrals
- 4. Measure the number of referrals from PLACE to our ministry partners who are actively serving

CONNECTING PEOPLE

8. Evangelism Objective:

FOR BRENTWOOD BAPTIST CHURCH MEMBERS TO SHARE THE GOSPEL IN A NATURAL AND SPONTANEOUS MANNER THAT GROWS OUT OF THEIR UNIQUE MIX OF SPIRITUAL GIFTS, PERSONALITY, AND LIFE EXPERIENCE WHERE THEY LIVE WORK AND PLAY.

Common Term: CONNECTING THE UNCONNECTED

Simple Message:

Christ followers intentionally develop relationships so they can communicate the story of Jesus

Simple Methods:

- 1. Personal Evangelism is a core competency we ask all Small Groups and ABS to cover during the year
- 2. Include stories of connecting, sharing and responding to the gospel in sermon series
- 3. Harness the power of interactive multimedia on a social and viral Internet for the unconnected to explore Christ
- 4. Develop sermon discussion based Outreach Small Groups to introduce the unconnected to Christ
- 5. Creative approaches for BBC members to make contact with unconnected where they live, work, and play

Simple Measurements:

- 1. Survey to discover the extent BBC members establish contacts, invite and share their faith with the unconnected
- 2. Number of outreach small groups started
- 3. Number of unconnected to Christ and/or unconnected with BBC involved in outreach small groups
- 4. Number of members equipped to share the gospel
- 5. Number of unconnected first-time visitors attending BBC
- 6. Number of baptisms grouped by age



2010 Year 4 Goals:

1. Develop a comprehensive "live, learn, work, play" evangelism strategy
2. Record 175 professions of faith; 60 of whom will be above the age of 18
3. Implement a reliable and accurate means to measure the connection activities of BBC members and effectiveness of BBC evangelistic processes
4. Identify (weekly) 30 unconnected visitors in the worship services and ABS classes and develop a coordinated follow-up process
5. Equip 10 outreach small group leaders that will lead 5 outreach small groups involving 50 people one half of whom will be unconnected resulting in 10 baptisms

9. Resources Objective:

PROVIDE NECESSARY RESOURCES AND FACILITIES TO ACCOMPLISH THE OBJECTIVES OF THE CHURCH AND GOD'S KINGDOM.

Common Term: RESOURCES

Simple Message:

Every resource is fully maximized, shared and available for purposes that are aligned with the mission of the church.

Simple Methods:

1. Financial Resources – dollars and fiscal management, annual stewardship plan, RockBridge Foundation
2. Physical Resources – facilities, land and equipment
3. Intellectual Property – books, DVD's, web, conferences, seminars, etc.
4. Communication Resources – Branding, Internet, public relations, promotions, internal communications

Simple Measurements:

1. Dollars given to all causes through the church
2. Per capita giving
3. Total number of giving units/Number of tithers
4. Number of different intellectual properties developed and shared
5. Web and streaming site visits, responses, and feedback; completed e-learning modules
6. Times facility and equipment used by ministry partners for outreach purposes
7. Number and effectiveness of messages communicated to the congregation and community as determined through surveys
8. Improved visual impact and functionality of common areas with missional images and messages

2010 Year 4 Goals:

1. Finalize and approve a Master Plan for the use of the 16 acres to the South
2. Increase percentage of budget givers by 15%
3. Increase total per capita giving (excluding building) by 5%
4. Develop a comprehensive stewardship education and communication strategy for the church and RockBridge foundation
5. Fully implement and adapt the technology support and infrastructure for venue worship, including the launch of the South Campus
6. Design and implement a plan to place branding messages in the Atrium and other "open" spaces around the campus to reinforce the mission and vision of Brentwood Baptist Church
7. In collaboration with the Assimilation Minister, develop a comprehensive communication plan for defining and promoting the membership process
8. Enhance e-learning capabilities by developing reproducible, packaged e-learning environments for both ministry training and personal discipleship
9. Develop and execute two or three marketing initiatives for expanding the awareness of Brentwood Baptist Church in the Middle Tennessee community, including the potential launch of a broadcast television ministry
10. Design and execute a comprehensive, church-wide survey, covering all areas of church life and ministry
11. Develop an annual integrated strategic plan for maximizing the Connection Center