

Thoughts on Multi-Site Church Eric Geiger

Christ Fellowship Miami Multi-Site Snapshot

- Five campuses throughout Miami-Dade County: Downtown, Homestead, Palmetto Bay (original campus), Redland, West Kendall
- 2 Launches, 2 Re-starts/Mergers
- From 2006-2010 CF grew from 1 campus with 3 services and 2200 in attendance to 5 campuses with 13 services and 6500 in attendance

Six Essentials [the "one's"]:

1. One name
2. One vision (Connect to God, others, ministry, the world)
3. One programming philosophy (Worship, groups, volunteer, mission)
4. One leadership structure
5. One budget (but we track each campus giving and spending)
6. One teaching (use of rotating teachers and video)

Five Greatest Victories:

1. Leadership pipeline created
2. Volunteer engagement increased
3. Span of church influence expanded
4. Kingdom of heaven has grown
5. Economy of scale

Five Greatest Struggles:

1. Mergers are painful if you are pastoral
2. Upfront costs hurt cash flow
3. Tension between "reproduce" and "context"
4. Strain and adjustments on existing staff in first eighteen months
5. Brand management (is it really us?)

Suggestions for Others

Before you consider:

1. Be sure you are healthy (you reproduce what you are)
2. Be sure you are reproducible (simple process and programming)
3. Be sure you are being nudged by God
 - If motivation is "numbers" of people, start another service (cheaper)
 - If motivation is to generate morale, cast another vision (taxing)
 - Motivation must be to impact another part of city/community

The first and foremost decision [Leader and Location]:

- Location
 - Look for community with match to primary demographic
 - Look for pockets where you have high density of people (launch team prospects)
- Leader
 - Must have church DNA passionately wired in him
 - Ability and credibility to recruit and motivate volunteers
 - Relational, community building leader

Other essentials before launching

1. Knowing what must be reproduced
 - What is non-negotiable from day one?
 - What should be reproduced within a year?
 - What do we not want to reproduce?
2. "Dotted line" support
 - While campus pastor oversees the ministry on the campus (hard line), the key departments (kids, students, etc) need resourcing
 - Competence and credibility of "dotted line" staff is crucial
 - "Dotted line" support helps ensure DNA transfer
3. A Launch Team
 - Point people/directors for the essential ministries
 - Community of volunteers, trained in ministry, roles who are committed to the new campus
 - Size of launch team will dictate size of launch
4. Money
 - Initial Launch costs (save or cast vision for separate offering)
 - Operating costs (within annual budget)