



BETHANY

UNITED METHODIST

CHURCH

# New Ministry Jumpstart Guide

**Abstract:**

This guide is intended to assist those Bethany Connectors who feel called to pursue the development and implementation of a new ministry at Bethany church. The guide is structured around a three phase model of ministry definition, development and deployment, and it focuses on the first two phases. Also included are a Resource Guide and a collection of Frequently Asked Questions (FAQs).



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## The Call to Ministry - Biblical and Institutional Basis

Bethany church has a long history of commitment to ministry and since 2005 has typically supported about 100 ministries at any point in time. This commitment is further exemplified by the following items from Bethany's Biblical Principles and Philosophy's:

*"Bethany is a permission giving church and is committed to equipping servants for ministry. We support ministries which have clear vision, purpose, structure, are true to God's word, and honor the Lord. We have strategies and support for funding and staffing, and provide coaching and tools for new ministries. We actively encourage innovation in all areas of ministry."*

*"Bethany is committed to supporting a wide and diverse variety of ministries to 1) address the spiritual and lifestyle needs of the congregation and 2) as an outreach opportunity to witness to the community. We teach and expect all members of the congregation to practice the discipline of stewardship of ministry through the personal application of their spiritual gifts."*

*"Bethany encourages and embraces innovation in worship and ministries. We willingly take risks in pursuing the Great Commission."*

Ministry is also the central theme of one of Bethany's long standing value statements:

*7. We are committed to lay ministry through the discovery of each individuals spiritual gifts and enabling their use.*

Bethany's commitment to ministry has a strong scriptural basis, including:

### Ephesians 4:11-14

*And he gave the apostles, the prophets, the evangelists, the shepherds and teachers, to equip the saints for the work of ministry, for building up the body of Christ, until we all attain to the unity of the faith and of the knowledge of the Son of God, to mature manhood, to the measure of the stature of the fullness of Christ.*

## Getting Started - Moving from Idea to Definition

The guide is structured around a three phase model of ministry definition, development and deployment, and it focuses on the first two phases.



Taking the spark of a ministry idea and beginning the process of working it towards realization starts with a series of small steps:

1. Begin a notebook, electronic document or other means to begin capturing and organizing the thoughts and details that will come up during the definition and development phase.
2. Start working on a clear and concise description of the ministry. Don't worry yet about making it perfect; it will be refined as the definition process moves forward.
3. Begin to think about a name. Like the description, this can change over time. A name that portrays the essence of the ministry as directly as possible and is easy to read, say and remember is the goal. A name that also instills emotional and spiritual attachment is ideal.
4. Start praying regularly for ministry direction from the Holy Spirit.

Once you are comfortable that you have a working name and description you are ready to start the definition phase.

## Ministry Definition

The goal of the definition phase is to develop the details of what the ministry will do, what resources it requires and how it will operate. This is the time to begin engaging support, building a team and creating a plan. If you have not done so already, this is also the time to ensure that you have others who are joining you in prayer for your new ministry, both for its direction and resourcing.

## The Ministry "Pitch"

The first milestone in the definition phase is the preparation of a "pitch" (sometimes called an "elevator pitch") to be used in initial communication and develop of support for the ministry idea. The pitch in one or more forms is used with the church leadership (pastoral staff and council), leads of related ministries, the overall congregation, potential connectors and other supporters. The pitch opens doors for the idea and enables it to move forward.

Creation and delivery of the "pitch" has been turned into an art form in the secular world of venture capital. Examples are readily available and include the network television show "Shark Tank". A "ministry pitch" can benefit from many of these same templates and techniques, but they should be enhanced and tuned to reflect Christian values and Biblical truths. Below are a few pointers to assist in creating your "pitch":

- Clarity of Vision and Purpose - if the idea is not understood then the whole point of the pitch is lost.
- The five W's - who, what, why, where, when (and maybe a bit of how).
- Brevity – you should have a version of the pitch which can be delivered in 1 minute or less (verbally or read) as well as a longer 5-10 minute version (which could include high level supporting materials).
- Focus on Audience - to spur people to action you should look at things through their eyes.
- Showing is better than just telling - use when possible.
- Honors the Lord & is True to God's word - support with foundation of scripture.

The creation of a ministry pitch will benefit from the input of others, especially those who have the spiritual gifts of Wisdom, Discernment, Knowledge, Helping and Teaching, and those who have experience in areas such as communications, business, marketing and sales. Look first to

your small groups and Christian friends for this input but feel free to contact any member Bethany's council for other suggestions.

The pitch itself can take multiple forms and be usable in variations with different audiences. Forms can include in person and/or video presentation, newsletter article, poster, pamphlet, bulletin insert, flyer etc...

The first use of the pitch should be focused on the pastoral staff and church council who will provide initial feedback and insight into ministry team formation and resourcing.

## The Ministry Plan

After the pitch has been used to engage the pastoral staff and church council it's time to begin developing a detailed ministry plan. A Ministry Plan describes the details of what the ministry will do and how it will work and identifies the key capabilities which will need to be developed and put in place. The best approach to building this plan is to assemble a team of individuals who share the ministry's vision and feel called to contribute their gifts and skills towards its creation. This is also the time to gain insight through research into similar ministries or secular programs. The Internet can usually provide a wealth of useful information, but also be sure to consider contacting individuals who are involved in similar ministries to get input, advice and council.

While there is no one-size-fits-all model for a Ministry Plan, every Ministry Plan should at a minimum address the following:

- Mission and vision statements.
- Philosophies and principles.
- Governance model - leadership, planning and management.
- Human resourcing - connectors, staffing, roles & responsibilities, engagement & recruitment, training etc...
- Daily operations - processes, tools, supplies, equipment etc...
- Impact measures and data collection.
- Initial Goals - near, intermediate and long term.
- Budget and financial needs.
- Key challenges and prayer items.

## Ministry Development

The Ministry Plan will identify the capabilities which will need to be developed and put in place for the ministry to operate. These capabilities are most often a combination of human resources, processes, tools/equipment and supplies/materials, utilized by Connectors on behalf of or for the benefit of those being ministered to. Bethany has many institutional capabilities which can be leveraged to meet these needs (see resource section) but it is certain that at least some new processes will need to be defined and documented for any ministries. This documentation could vary from high level guidelines to methods and procedures to specific instructions with companion training plans and materials.

Communications is another developmental need common to all ministries. While its form and depth will vary greatly from ministry to ministry, all ministries will need to develop communications focused on those being ministered to, the ministry's Connectors, its sponsors (typically the congregation) and the Church leadership. In the case of ministries in need of numerous Connectors, recruitment, informational and training communications will likely be needed.

Funding and budget models also need to be developed for a new ministry. The funding model is greatly dependent upon the nature of the ministry. Consideration should be given to self-funding, either by beneficiaries or the connectors who directly support the ministry, or by sources outside of Bethany via grants or special donations. For ministries which require direct funding from Bethany, there is a special fund called the "Burning Bush" fund which has been established specifically to help new ministries get started. The "Burning Bush" fund is not intended to provide ongoing support beyond a ministry's first year of operations, after which the ministry should be included in the overall Bethany planning, forecasting and annual budget process.

All new ministries start with a zero based budget which should identify the specific expenses and income necessary to its operation. In general the more detailed the budget the better, and it is always a good practice to prioritize line items. A half dozen to a dozen items is likely the right level. There is a preference towards the use of expense funding for new and emerging ministries whenever possible instead of large capital outlays. For ministries which require expensive physical assets, consideration should be given to rental or lease options (provided of course that outright donations have already been deemed not viable).

While there may be other specific ministry capabilities which need to be developed beyond those described above, the final item needed by all is an initial deployment or implementation plan. This is a critical aspect which requires careful thought and experienced counsel as first impressions and initial excitement are key to getting a fledgling ministry off to a good start. The deployment or implementation plan should be rather detailed and specific, and should project

out for at least 6 months. The plan should include at least a dozen items, including major milestones and activities.

Note that documentation is a key theme of the development phase and is a natural enabler for future replication at Bethany or in other Churches. This guide as well as all ministry specific pitches, plans and related operational documentation should be shareable in support of furthering the kingdom beyond Bethany.

## Resources

This section identifies resources that are available to all ministries and identifies the individuals or teams to contact for assistance:

- Pastoral Staff: spiritual direction, biblical references, prayer requests, etc...
- Executive Team/Executive Director: budget development, financial management, accounting, payments, settlements, etc...
- Office Manager: engagement of secretarial support, scheduling and reserving space, printing & reproduction, contact information, etc...
- Outreach Director: promotional material, advertising, community contacts, public relations, social media support, etc...
- Director of Lay Ministries: gift & skills based connector identification, cross ministry collaboration, etc...
- Technology Team: Information Technology (IT) tool identification and setup, communications (web sites, email addresses), online scheduling/calendaring, payment transactions, video/voice/web conferencing etc...
- Trustees: equipment, space, tools, venue setup and tear down, storage, maintenance, etc...
- Worship Director: instruments, musicians, music selection, soundtracks, licensing, etc...
- Technical Arts Director: sound reinforcement, video/audio recording, video projection, graphics design, video production, etc...
- Stewardship Team: support for messaging, engagement and education around connector time, talent and treasure.



## Frequently Asked Questions

**1. Who can help me to develop a budget plan using Bethany's specific processes and accounting?**

Contact the Executive director /Executive team for assistance.

**2. How can I manage my ministry account at Bethany (e.g. are there reports I can access?)**

Contact the Executive director /Executive team or the Office Manager for assistance.

**3. How do I get reimbursement for ministry expenses?**

Contact the Office Manager for a reimbursement request form.

**4. How do I submit payments to my ministry account?**

Contact the Office Manager for a payment submission form.

**5. How do I get paid ministry staff put on payroll/get paid?**

Contact the Executive Director. The process will require the gathering and processing of sensitive personal information and will require lead time to establish the necessary payroll records and government tax withholdings and reporting.

**6. Are there any specific background checks required for connectors assisting with my ministry?**

Background checks are required for all adult connectors who will have direct interactions with minors (children or youth under the age of 18). Contact the Office Manager for the appropriate forms and instructions. . There are costs involved which should be budgeted by the ministry. Connectors who have worked with the children or youth ministries should already have completed this process.

**7. What is the policy for using the copier and office supplies (e.g. paper, name badges, paper clips, etc?)**

All ministries can make use of the printing and photocopying capabilities available in the church office. Small copy jobs can be done by a ministry's Connectors or with support of the secretarial staff (contact the Office Manager for such assistance). Small quantities

of office supplies are also available. Any ministry with large needs, especially for things such as binders, brochures/pamphlets, etc.. should budget and fund these needs directly. Contact the Office Manager for assistance with large needs or to inquire about specific office supplies.

**8. May I communicate directly with members of church staff or do I need to go through someone first?**

You may certainly communicate directly with church staff whenever you see a need. It is recommended that until the church council has provided feedback on the new ministry (during the pitch session) that staff interactions be focused on those who are members of the church council. This includes the Lead and Associate Pastors, the Executive Director, and the Office Manager.

**9. How do I reserve space at one of the Bethany facilities for my ministry programs?**

Contact the church office. The Office Manager and church secretaries manage the space scheduling and reservation system.

**10. What are the tools available for promoting my ministry within Bethany and also to the external community? What are the specific processes for using these tools (e.g. how to put something in the bulletin, B-Mail, pew sheets, overhead announcements, videos, etc. and what are the lead times?)**

Bethany has a variety of internal communications mechanisms which are available to all ministries. This includes worship bulletin announcements (including blue & brown pew sheets), the Bethany Post newsletter and mass email (called Bmail).

The deadline for submissions to the Worship Bulletin and blue & brown pew sheets is each Tuesday afternoon at 5:00 p.m. You may send your announcements to: [bulletin@bethanyumchurch.com](mailto:bulletin@bethanyumchurch.com) or put them in the secretary's mailbox outside the church office. All bulletin announcements are limited to 25 words.

The publishing and article submission schedule for the Bethany Post is available on the church web site under the resources section. You may send your articles to [post@bethanyumchurch.com](mailto:post@bethanyumchurch.com) or put them in the secretary's mailbox outside the church office. All Post articles are limited to 225 words each.

Bmail is sent out every Friday, and articles need to be submitted to the Office Manager by 10:00 Friday mornings.

For Video announcements prior to worship services you should contact the Outreach Director. Additional lead time will be needed for announcements which require special graphics developed by the Technical Arts team. The lead time for special video communications varies widely depending upon the length and complexity of the production. Contact the Director of Technical Arts at least one month ahead of your need.

For all other promotional needs, including communications or marketing needs external to Bethany, you should contact the Director of outreach.

**11. Once the ministry gets started, does the church ministry staff need any progress reports or updates, and if so, how often?**

All ministries should provide an annual report to the church council. Reports should be updated early in the 4<sup>th</sup> quarter of the year in order to support the annual Charge Conference process. Contact the Director of Lay Ministries for a recommended reporting template.

**12. Can I use photographs of ministry participants in communications, promotional or educational materials?**

The use of photographs of ministry participants should use an “opt-in” model. Federal law requires that all photographs of minors (under the age of 18) be approved the individuals parent or legal guardian. Contact the church office for formal release forms.