Rick Penny – Multi Sites

*MULTISITE* is a buzz work in the church community right now.

Be careful when talking to people and using that phrase.

Like McDonald's franchising - can get the same thing in each place.

Never use the words main campus. There isn't a main campus. Each campus is a main campus for their congregation. Peoria is NOT the main campus.

Surprise residents go to Surprise campus, that is their main campus. This is the same with Scottsdale and East Valley. Don't say "main campus".

Multi sites need to taste, feel and be the same.  The consistence HAS to be there. If it isn't the same, we will lose credibility. Peoria campus can be the hardest problem; people often don't want to go to a different site.

A big church makes it look like we want to take over.

We don't want to be, but we can look like a big dog in the fight. We don't want to be fighting other churches. With the multi-site concept it heightens the sensitivity.

Multi Sites Are Not For Everyone

Why do you want to do a multi site?

CCV uses multi sites because they want to reach the Valley, un-churched people.

Neighborhood ministry.

If you have to drive a long distance, people don't understand it. They figure all churches are the same and often there is a closer one. Rick drives 36 miles to Peoria campus.

Also if people have to drive a distance, the amount of involvement and attendance drops.

Could this method work in China? - Video, multi sites? Should mobility be high(est) priority b/c of government?

Neighborhood ministry is the foundation of CCV. Don's vision is 100,000 people by 2020.

Avondale campus will be the first campus birthed from a multisite. Surprise is doing well and now "offspring" is producing Avondale.

Christ Church of Flagstaff is a church plant not a multi-site.

Kris Simpson is Bob Fesmire's assistant.

How do you measure a healthy and successful church?

        10% growth in all areas is CCV's goal

        Go early, drive early, go into stores, look at cars, people and see what is going on.

        If you don't see the people from their community in the church, then they aren't reaching them

        Effectively.

Jim Tomberlin - came out of Willow Creek Church, he is a multisite guru

We don't want to be a mission church - do not want to be constantly investing, they should be self-sufficient. Demographics are a part of this consideration.

If they are going to leave, allow them leave well so that they can return well. So that they can return with their dignity intact.

There is a growth that can't be sustained... is why you would create a multisite. If we can't sustain a 10% growth = multi-site.

“Caught not taught”

Ask clarifying questions.

Life Church

Woodlands Church

Saddleback

Willow Creek

Mars Hill