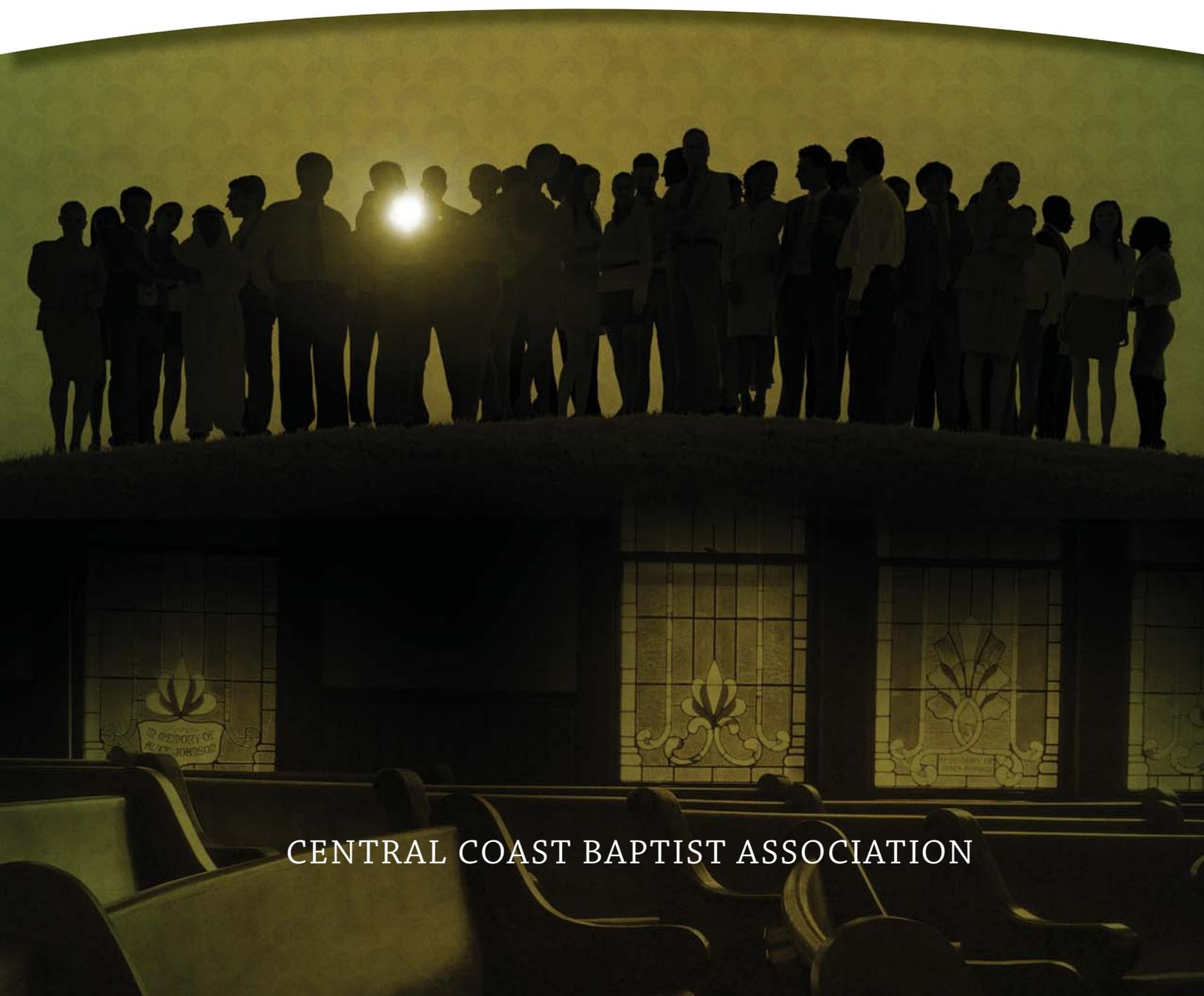


# BUILDING HEALTHY CHURCHES

*Four real-time solutions for your ministry*



Discipleship × Leadership × Administration × Communication



CENTRAL COAST BAPTIST ASSOCIATION

# Introduction

Welcome to the Building Healthy Churches ministry of Central Coast Baptist Association. In this booklet you will find a basic overview of what this ministry is designed to do in partnership with our member churches.

## Comprehensive

This ministry will provide assistance in four major areas of church life: Discipleship, Leadership, Administration, and Communication. Healthy churches need to have active systems to develop disciples, recruit strategic leadership, administrate church operations, and create effective communication platforms. CCBA will assist churches by assessing the current status of these areas, equipping leadership to understand and improve these areas and walk with the church to build these areas with excellence.

## Relational

The ministry is designed to be highly relational. Churches will have coaches who will work with them over a period of months in each area. Senior pastors will connect with each other in a monthly leadership track, where they will be accountable to one another and share what God is doing in their church through this process. They will help each other through their shared experience and creativity.

## Long Term

This is not a quick-fix approach. It will require dedicated work by the church and association over a two-year period with one year of follow-up to assist with the normal issues of new systems and figuring out how to fine-tune them for effectiveness. Churches will need to have a senior pastor in place who desires to lead them through the entire process.

## Table of Contents

Discipleship Solution	4
Leadership Solution	7
Administration Solution	10
Communications Solution	12

## Focus

This ministry is intentionally designed for a small church of 50 to 150. It can be used for larger sizes but the approach is designed to work with a pastor and mainly volunteer staff. This isn't for everyone as it will create a lot of dust at the beginning. Learn, grow, and change will become the daily marching orders for your church if selected for this ministry. There is an application and approval process in order to be selected for the BHC ministry.

## A Great Investment

This ministry will not be free to provide. Churches normally do not receive this kind of real-time relational support because it is very expensive. It will require hundreds of hours for each church by CCBA staff, coaches, professionals and consultants. We have provided several ways for our member churches to afford this extensive ministry consultation. Fees and payment plans are found in the BHC Application.

## Outcomes

Churches that complete this process will have:

- New and improved discipleship process that includes an improved worship life, accountable small groups and Sunday School and ministry teams that serve inside the church and in the community
- Future staff needs and selection plan
- Church personnel policies
- A communication strategy complete with a new website
- Federal and state compliance assurance
- A church operations manual

We look forward to working with our churches that are involved in this ministry.



“Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”

- Matthew 28:18-20

## **Our Philosophy**

The Great Commission challenges and commands the church to make disciples of the Lord Jesus Christ through the power of the gospel. The work of the church is to produce Christians who become mature followers of the Lord Jesus Christ. Is the church of today developing mature disciples or is it satisfied to just attract attendees?

We believe that discipleship will not happen accidentally. There has to be intentionality in leading people from being self-centered to becoming Christ-centered. Each person must be taught (discipled) how to personally and radically follow Jesus in obedience. The local church must define, equip and systematically lead people through intentional growth as disciples of Jesus Christ.

## **Our Values**

The highest expression of discipleship flows from a deep and growing love for God and loving all those whom God has created. The Building Healthy Churches (BHC) Discipleship Ministry will help your church equip believers in these areas:

Loving God

- Prayer and daily worship
- Reading and incorporating His Word into our lives
- Living daily lives to honor His name and to seek and offer forgiveness as often as it is needed in order to reconcile with God and others.

## Loving Others

- Engaging in frequent acts of kindness to our family, friends and community in order for God's love to be seen and felt in daily life
- Sharing the message of God's love with others so that they might know Christ
- Giving of our time and money to those in need and to the work of His church in our community

These two values and their corresponding practices will be the pivot of every small group discipleship class. Disciples will be asked how these areas are developing in their lives and receive support and encouragement from the group as they grow. The point of teaching is not to just have a class but to see disciples become mature in their faith.

## Our Focus

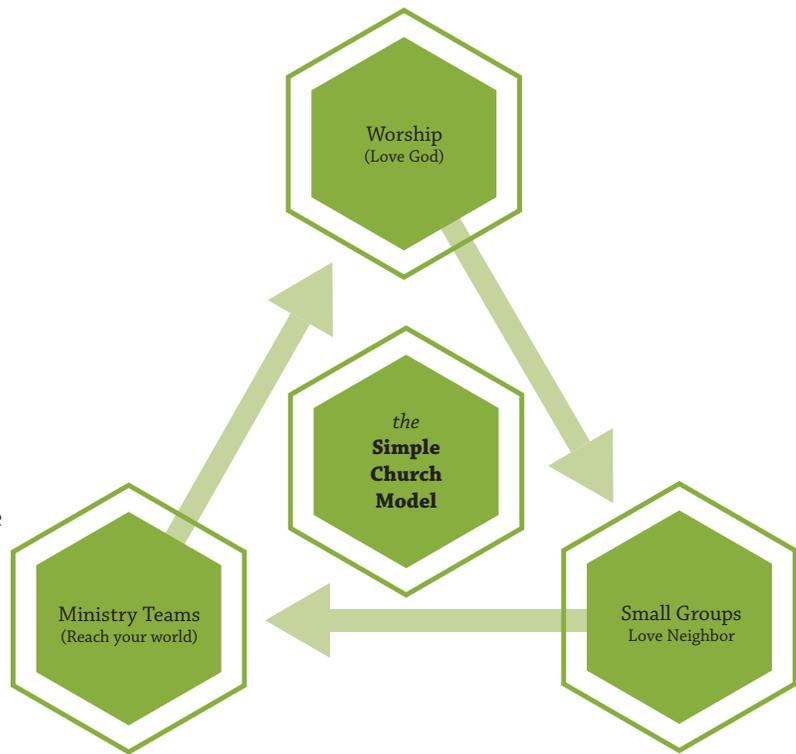
We will be working with the pastor, staff and lay leaders in the areas of Worship, Sunday School and Small Groups and Ministry Teams. A ministry team is a generic description of a ministry or service group needed by the church or community that allows church members to grow as disciples through leading and serving. A youth ministry team or a community outreach team would be examples. We will be working with each of these areas in stages. The discipleship process is comprehensive and takes two years to complete with one year of follow-up.



## Our Model

We will assist and train the leadership in the following three areas using the Simple Church Model based on a book of the same name by Thom Rainer of Lifeway Press:

- Building a healthy Worship Ministry that celebrates Jesus, and welcomes and assimilates new believers into the church family by moving them into small groups.
- Building healthy Sunday Schools and Small Groups that ask the discipleship questions and encourage service in the ministry teams of the church.
- Building Healthy Ministry Teams where people can grow in their walk with Jesus by serving inside and outside of the church. This includes an ongoing leadership development plan that recruits and trains new disciples in order to expand the impact of the gospel in your community.



If each of these areas is understood by the church as necessary for the making of mature disciples then each area will complement the other. As more people are reached, more leaders will be trained and more new groups will form. The key is that the church must always be making disciples to lead the next phase of ministry God has ready for the church to receive.

## Our Process

We will assess the current status of your church in the key areas. Your church will receive a real-time coach to work with you to build a healthy ministry. Coaching will take place in an array of venues from one-on-one, small group, trainings, and retreats. Your church will adopt a plan for healthy improvement and we will help you achieve that plan. We will walk with you throughout the process to build healthy disciples.



To the elders among you, I appeal as a fellow elder and a witness of Christ’s sufferings who also will share in the glory to be revealed: Be shepherds of God’s flock that is under your care, watching over them—not because you must, but because you are willing, as God wants you to be; not pursuing dishonest gain, but eager to serve; not lording it over those entrusted to you, but being examples to the flock. And when the Chief Shepherd appears, you will receive the crown of glory that will never fade away.”

- 1 Peter 5: 1-4

## **Our Philosophy**

Christ taught that His leaders would be measured by a higher and different standard than the world. His leaders would not seek power or position in order to meet the needs of their own desires but instead they would see the path of humility and service and gladly choose it in obedience to His commands. From the structure and governance of their ministry to their lifestyle and relationships, Christian leadership seeks to be humble, accountable and visibly bearing the marks of Jesus.

The Church cannot succeed with just leadership or just a leader. It can only be fruitful with godly leadership. These leaders must passionately seek to serve the Lord with excellence in their own lives and then in the ministry of the church. The church cannot go where its leaders have never been.

Christian leadership needs to be challenged to re-think its place of service. Many describe leadership as getting others to follow you. Christian leadership has a different calling. It is to resource God’s people to completely follow Him in their everyday lives. Instead of being seen as the CEO of the organization, a Christian leader has the high honor to invest directly into lives that will be forever changed and challenged by the Gospel.

What model of leadership one internally follows is a fundamental discovery for the Christian leader. The models of the world are prevalent in our scope and interaction. We cannot help but to be influenced by them. We challenge Christian leaders to seek the higher calling of making disciples by resourcing their maturity through biblical teaching, friendly accountability and godly encouragement. The Leadership Solution we offer in the Building Healthy Churches ministry is designed to accomplish this objective.

## Our Focus

We focus on staff level leadership of the church. This can be a paid or volunteer position. Our solution is designed for those who are given responsibility and authority to lead a ministry that impacts a significant portion of the church. Any ministry leader that impacts a major segment of the church ought to be seen as a church staff member, whether they are compensated monetarily or not.

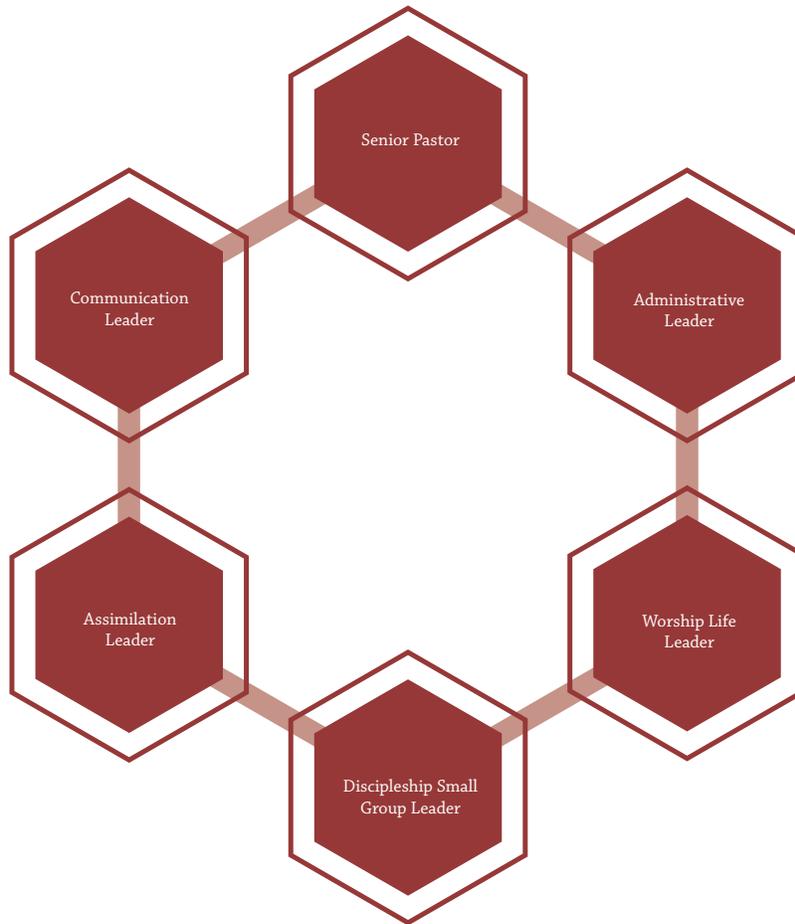
We will help churches discover a staffing model that enhances their ability to develop mature disciples who reach the lost. Each staff position will be defined and designed to know what their real job is and how to make the team joyfully productive in making disciples.



“So Christ himself gave the apostles, the prophets, the evangelists, the pastors and teachers, to equip his people for works of service, so that the body of Christ may be built up until we all reach unity in the faith and in the knowledge of the Son of God and become mature, attaining to the whole measure of the fullness of Christ.”

**Ephesians 4:11-13**





## The Three Steps for the Leadership Solution

### Step One: Church Leadership Assessment

We start with an overall church staff and ministry needs assessment. We want to answer basic questions concerning staff design, staff gifts, staff work, and production. What are the future staff needs of the church as it moves forward? A comprehensive leadership acquisition plan is developed for the church for the next three years.

### Step Two: Church Leadership Recruitment

We identify needed church leadership positions and duties. A detailed performance profile, which replaces a job description, is developed based on church input and needs. We will train on best practices to find and recruit the Christian leaders you need. We assist the church in how to call new leadership. We will help you plan for your new leadership to have the best start possible. This includes creating realistic compensation levels and workload expectations.

### Step Three: Church Leadership Development

Every Christian leader understands that life demands growth. We will assist you with practical plans to develop the personal and ministry life of your church staff. This includes group-reading plans, staff meeting strategies for accountability and building church staff unity and excellence in all facets of its responsibilities. We will also help your church develop quality personnel policies that will reward good work and be consistent with Christian values and California employment laws.

The Administration Solution seeks to address the everyday management and operational issues of the local church.

## **Our Biblical Basis**

The Bible speaks much to the everyday issues of common people. The concepts of managing household and business and stewardship of resources are addressed continually, whether in the law and prophets, Jesus' parables, or the epistles. In the Gospel, Jesus taught us to give generously (Luke 21:1-4), to trust God for our daily needs (Matthew 6:11), and to make good use of talents and resources given to us (Matthew 25:14-29). In the epistles, we are encouraged to work faithfully (Colossians 3:22-24), to submit to authorities (I Peter 2:13), and to live good lives among those who do not believe (I Peter 2:12).



## Our Philosophy

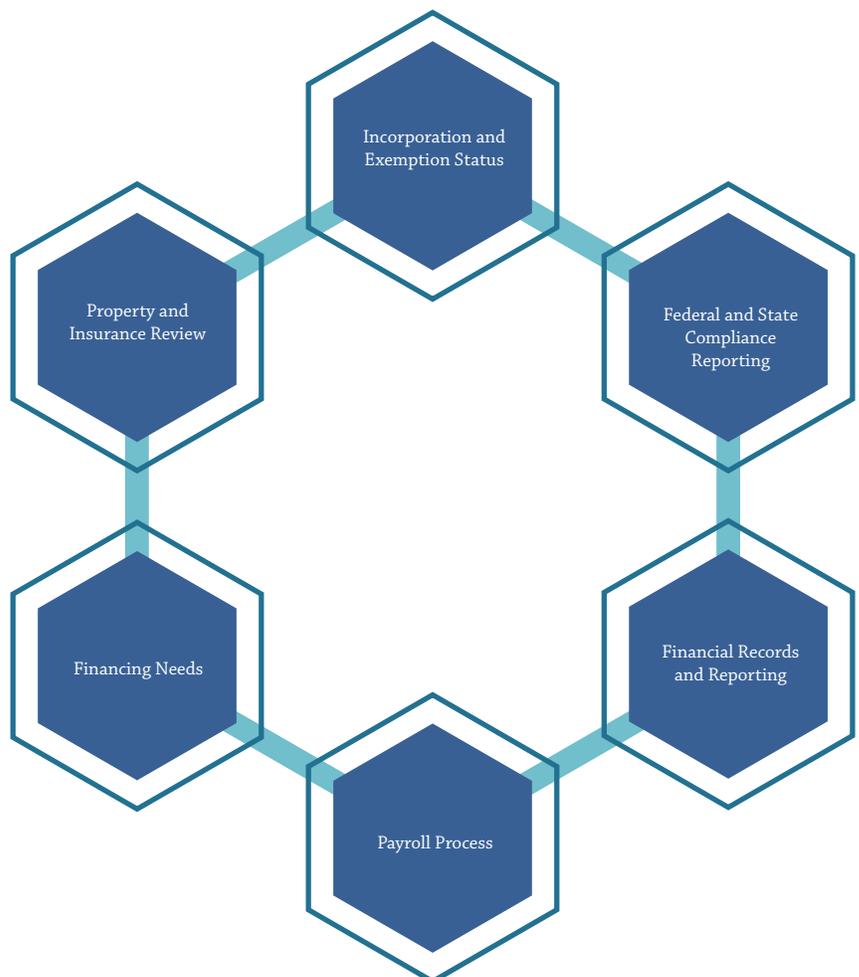
The mission of the church, as Jesus has established it, is to make disciples of all nations, making Christ known and glorified among all people. At the local church, we find pastors and leaders desiring to minister to their congregation and community to fulfill this mission. Corporate worship, teaching from the Word, small groups for accountability and discipleship are key elements of a healthy church. Besides these obvious ministry components, the local church also faces responsibilities in government compliance and reporting, financial accounting, employment requirements, and property management. If these key responsibilities are managed well, they become strong platforms on which to build a growing ministry. However, if church administration is not sound it can become a silent and even dangerous detractor to the overall health of the ministry. The Administration Solution was created with the aim to address key administrative issues as part of the church's duty and testimony of sound living and stewardship.

## Our Focus

We will focus on the following key administrative areas of the church:

- Incorporation and Exemption Status
- Federal and State Compliance Reporting
- Financial Records and Reporting
- Payroll Process
- Financing Needs
- Property & Insurance Review

Administration Solution Focus Areas:



## Our Steps

We will start with an overall assessment of the key administrative areas of the church. It is our goal that through this process your church will have a sound and valuable understanding of your administrative strengths and areas of improvement.

We will work with church leadership and staff to address specific administrative areas of improvement, training and equipping your church to meet those needs.

We will assist your church in developing the policies and processes to operate effectively, meeting compliance requirements and being faithful stewards of God's resources.

Preaching, teaching, and evangelism are all, by definition, communication. Clear communication strategies are essential to the mission of the church. Jesus Christ was a masterful communicator. He began his public ministry “proclaiming” the good news of the Kingdom of God (Mark 1:14). He listened intently to people, discerning and addressing their spiritual conditions (John 4). Those who heard Jesus “were amazed at his teaching” (Mark 1:22 NIV).

## **Our Philosophy**

In order to communicate effectively with people, we must first understand their language, not just their vocabulary, but the “language” of their hearts, their cultural metaphors, values, and lifestyles. Essentially, we must listen to them. Then we must craft our communication to connect with them in ways that they can understand. In many cases, words that the church used decades ago to proclaim our message are no longer understood, no longer have the same meaning, or no longer carry the same emotional impact that they once did. By using these words, we may think we’re being uncompromising when in reality we’re just being misunderstood.

Adapting our communication to our audience (our culture and community) is a biblical value. When the Apostle Peter preached at Pentecost, Jewish pilgrims heard the message in their own native languages. Though these God-fearers would have known Hebrew, the Holy Spirit spoke to them in the languages of their hearts. The Apostle Paul crafted his message differently for the crowd at Mars Hill than he did for a synagogue. And the New Testament was written primarily in Koine Greek, the common language of the Roman world. Clearly God intends for us to proclaim his truth to people in language they can understand. Throughout church history, when preachers have done this, the church has flourished.

The Building Healthy Churches communication solution is designed to help CCBA churches assess their communication needs and develop an intentional communication strategy. We ask five questions, five “C”s, designed to help churches maximize the effectiveness of their communication:

- Is it clear? Does it state clearly what response, action, or event it is promoting? Does it include enough information to be understood by outsiders? Are meeting places identified with clear, not cryptic, names?

- Is it comprehensive? Does it answer the relevant questions: who, what, when, where, and why?
- Is it consistent? Are all communication media in alignment with one another? Do details tend to be different or missing depending on the media through which the information is accessed?
- Is it convenient? Is the information accessible through multiple electronic and printed media: websites, social media, emails, bulletins, newsletters, etc.? Are website menus prominent and easy to follow? Is information easy to find?
- Is it culturally relevant? Is the information presented in ways that are understandable and attractive to the people in your community, both inside and outside of your church?

## **Our Values**

By utilizing the Building Healthy Churches communications solution, the church will:

- Understand the “language”, values and needs of their community.
- Engage their community in positive dialogue that positions them to serve their community more productively.
- Promote their church programs more widely and effectively.
- Make information about the church and their programs more accurate and accessible to attenders and non-attenders.
- Be able to follow and encourage the progress of their people from prospect to fully-devoted disciple.

## **Our Focus**

CCBA will ask each participating church to designate a Communication group leader. This person, whether paid or a volunteer, will become the primary contact through whom we coordinate assessments and implementations of communication solutions. Ideally, this person will have the capability to recruit and manage a team of communication volunteers. CCBA personnel will provide solutions and train the communication leader and/or team to utilize communication tools and to manage the church’s ongoing communication strategy as needed.



## **Step 1: Audit and Proposal**

CCBA will provide the focus church with an overall communication and technology audit. The church will be asked to complete a comprehensive check-list, to answer questions about their current communication and technology uses. CCBA will then draft a communication proposal that can effectively support the church's mission to reach their community and to make disciples. We will provide detailed demographics with analysis to support the church in deploying an outreach and communication plan that can effectively engage their community.

## **Step 2: Deployment**

Once we determine a strategy, CCBA will begin developing a website appropriate to the church's mission and community. The website will be the anchor and "go-to" place for authoritative information about the church's identity, vision, programs, and calendar events. We will train the communications leader to update and maintain the website.

CCBA will train church members in how to engage their community through prayer walking and vision tours. We will provide surveys and techniques to help church members make prayer walking a valuable listening tool as well as evangelistic strategy.

## **Step 3: Development**

CCBA will assist the church in deploying social media to support their communication processes both internally and externally. We will educate the communications leader and church staff in the best practices of Facebook, Twitter, Instagram, and Google+. We will introduce them to tools that will help them manage their social media efficiently. CCBA will evaluate the church's contact management system and, if necessary, recommend a solution that can help them maintain membership profiles, keep attendance records, record contacts, and track the progress of individuals from prospect to mature disciple. We will provide training in how to use and maintain the system.

## **Step 4: Engagement**

CCBA will follow up with the church, assessing progress in the implementation of recommended technologies, adapting and streamlining as needed. We will challenge the church to keep their focus on effectively engaging their community with excellence. CCBA will provide enhancements to the church's website, including an online giving portal, pastor's blog, and mass email integration. We will train the communication expert and staff to manage these features and provide follow-up consultation as needed.

Communication Solution



**Community**

email, conversations,  
filling out surveys,  
following on twitter or  
facebook, website

**Engaging**

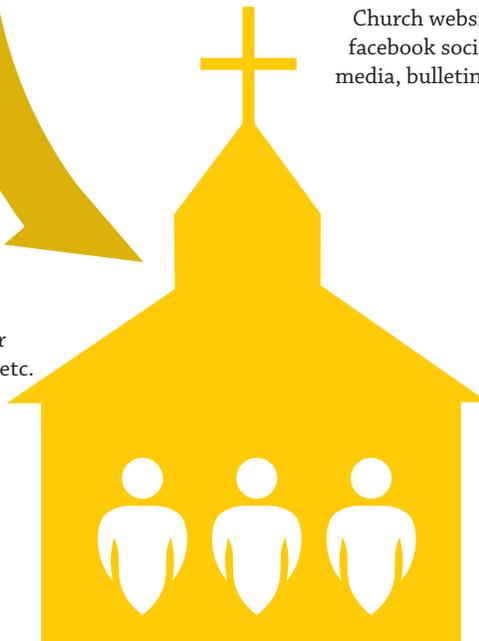
Moving the community towards  
discipleship. Getting them to  
visit church, join a small group,  
go on mission, etc.

**Communicating**

Church website,  
facebook social  
media, bulletin

**Listening**

What is the community  
saying? Listening to the  
community through prayer  
walking surveys, social media, etc.



**Assess • Equip • Build**



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## Qualifications for BHC

- The Building Healthy Churches ministry is exclusively available to the churches of Central Coast Baptist Association. Churches may apply for membership through our office.
- Churches must have a minimum of 50 active members to apply.
- Pastoral leadership is required to be in place and committed to leading the church throughout the entire process.
- The church body must vote as a whole that they desire and will embrace the needed work required to build a healthy church.

For more information or your application to be considered for the BHC ministry, please contact us at: 408-748-3500 or [office@ccbaministries.org](mailto:office@ccbaministries.org).

