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# Launch: Starting A New Church From Scratch



## Synopsis

Starting a church from scratch? Start here! Launch offers specific strategies for beginning a church with no members, no money, and no staff. Readers get clear, practical how-to strategies for quickly raising funds, creating a team, planning services, effective evangelism, and rapidly developing a growing membership. Specific advice is included for reaching that often difficult-to-target demographic, the 20- to 40-year-old. Now thoroughly revised and expanded to keep up with the ever-changing landscape of church planting.

## Book Information

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## Customer Reviews

Thinking about starting a church but feel like everything is stacked against you? Let authors Nelson Searcy and Kerrick Thomas, both pastors at The Journey Church of the City, offer you specific strategies for beginning a church "from scratch. As true practitioners, they launched a New York City church with no members, no money and no staff, and then watched membership skyrocket to more than a thousand people in three years! How did they do it? You™ll discover clear, proven strategies for planning services, building a team, raising funds, doing evangelism and rapidly developing a growing membership. Specific advice is included for reaching that often difficult-to-target demographic, the 20- to 40-year-old. You™ll also get an insider™s look at The Journey Church of the City as a model for church planting. Let this be your toolkit to begin building a healthy, growing church "from scratch! --This text refers to an out of print or unavailable edition of this title.

Nelson Searcy is the founding and lead pastor of The Journey Church. He is the author of more than seventy-five church growth resources and twelve books, including *The Generosity Ladder*, *Maximize*, *Connect*, and *Ignite*. Before founding The Journey, he served as the director of the Purpose Driven Community at Saddleback Church. He is also the founder of [ChurchLeaderInsights.com](http://ChurchLeaderInsights.com) and the Renegade Pastors Network. Kerrick Thomas is a teaching pastor at The Journey Church and regularly co-leads training events with Nelson Searcy. Prior to his move to New York to plant The Journey, he received a master of divinity from Princeton Theological Seminary.

I honestly felt like I got ripped off because of how highly rated it came. That says more about the person who referred it than the book. My favorite thing about the book is that it really helps bring information that needs to be focused when trying to start a church. That information will be used as we plant our church. My biggest disagreement with the book is the premise that launching is better than planting. I understand where the authors are coming from, and I believe that they probably were doing more than what the book went into, but the book is what I had to read. I really do believe that God is more interested in growing through a plant like model than burst like model. My least favorite thing about the book was the lists that were meant to be funny, but made me wonder why I spent the money. Before certain sections, there would be a list such as "Rejected Titles for Launch." One in particular really turned me off: "Starting Churches by Dummies," or something along those words. I do not want authors to be over-arrogant, but at the same time, I believe they should not put so much ink in putting down their own book. It wasn't funny.\*\*\*\*\*I originally wrote this review about 2 1/4 years ago. Since that time, I have found the book to be very superficial. Everything is based on the event model - stage an event for people to come to. Make worship that event and people will come. The problem is that most unchurched people I have talked to would rather be a part of a church that cares for them than one that stages events to get minimal information from them and use it to propagate their churches. I know of several who have followed this model and have done well. As we attempted to do this it felt so against what it meant to be church that we started over. Finally, looking back, I think what I appreciated the most about the book was the authors' unwavering enthusiasm.

I didn't understand that it was NOT necessary to order a copy of the book for every person who was involved with just one launch. So I ended up with 10 extra copies that just sit on a shelf...would like

to just return them for a refund..? Another thing the book never address someone who is not connected to a denomination or is actually starting a church from scratch without church connections of a denomination. Having started a number of churches over the past 40 years...some in relationship with a denomination and some completely independent with no connection...I found nothing, no information of help about the process of filing for a non profit church status. Fortunately, I had done it before but the book is written with a lot of assumptions. There were some good ideas but very little was really applicable to really "doing it!" without the financial support of some churches or individuals. Faith also has to have some responsibilities and "not everybody" should be encouraged to max out their credit cards along with a few potential staffers to start a church. Finding a Music / a good Christian Guitar Player sometimes isn't as easy as the book states. If you are in a huge Church like Saddleback etc. or any significant church it is a starting point. But there are a lot of things that would need to be addressed.

Good book with a lot of very practical advice for church planting. I was a bit annoyed at the numerous attempts for me to go to their website, which resembles a advertisement website more than a church planter website. It's full of catches to get your contact info and email and then once you've signed up you can maybe find the document or item you're looking for. Especially for the kindle edition, why not put a .pdf link directly into the book rather than a generic link to a website that's littered with hundreds of other resources that all require an email and joining a mailing list. Seems cheap. But I guess it's worked. I would recommend this book (even with the annoying advertisements) to anyone considering church planting.

After launching my first church, Highlands Fellowship in 1994, leading for 18 years launching multiple campuses, next leading the global launches of four campuses for Saddleback Church and now preparing to launch a church in Los Angeles; leading a church once again, this book is a must read, for new planters or seasoned planters. A home run!

still reading but good information

The book had a lot of great information and resources. However, that is also the criticism. So much information and details left me feeling overwhelmed and discouraged. Furthermore, the approach taken to church planting in this book is not the definitive last word on how to plant a church. There are some churches, especially some ethnically based churches that do not follow such a strict plan

as is laid out in this book.

Extremely practical and gives you step by step quite to starting a church. It accomplished that goal but was very simple and a little hokey so sometimes hard to read.

This book contains many practical keys to church planters in the area of what I am to do now that God has called me.

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