



# *BRING INVEST GIVE GO*

# DEPLOY

*A JOURNEY OF BEING CORNERSTONE*

Update  
March 2013

*"...everyone to whom much was given, of him much will be required..."*

*Luke 12:48*

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On December 1, 2012 we began the initiative to take our mission of Being Cornerstone to the next level. Our churchwide definitions of Bring-Invest-Give-Go are listed below along with the four missions of Deploy:

**BRING:** Provide reasons for people to discover Christ & Cornerstone

**Mission to BRING:** Deploy introduces ways to create increased square footage for ministry expansion

**INVEST:** Help others understand how to accept Christ as their Savior

**Mission to INVEST:** Deploy provides expanded/remodeled connection space

**GIVE:** Give my time, skills, & money to help others

**Mission to GIVE:** Deploy includes ministry operating expenses for 2013 and 2014

**GO:** Help my neighbors, my community, my region & my world

**Mission to GO:** Deploy continues Cornerstone's dedication to missions & benevolence

## WHERE ARE WE?

6.5 Million Projected Dollars Presented in November

5.2 Million Commitments Received

Cornerstone leadership is in the process of redefining the Deploy Mission of Bring, Invest, Give, Go, with \$5.2M rather than \$6.5M. At the end of November, we began praying how to BRING the MOST people to Jesus using the commitments received.



## How Did We Get Here?

Only portions of the building redesign and additions can be considered with the commitments received; however, we still need to find additional space for our student and children ministries. We also need a way to offer more seating at the most opportune Sunday morning service times, and we need more connection space in the lobby.

In church growth, there are two main models: Megachurch and Multisite. Outreach Magazine reports that there are over 3,000 multisite churches across North America. Outreach also reports that 75 of the 100 largest churches in America are multisite ("100 Largest Churches" 2011). Up to this time, measuring by the parameters used by Outreach Magazine, Cornerstone has been viewed as an emerging megachurch. With having to redefine how we would Deploy, we began considering how (and IF) multisite could work into the Cornerstone culture.

The original Deploy plan was to use a new Student Worship center as an overflow room with video feed offering an additional 200+ seats for weekend worship. These seats would allow growth for adult worship. What if we could take approximately 200 people from the Shiloh campus and ask them to be the core of a new offsite location? These seats would be freed up in Shiloh. The space at an existing offsite location would be more cost effective than new construction and provide even more additional seating to BRING more people to Jesus.

## Why This Model?

What we have at Cornerstone in Shiloh is attractive to newcomers. With an additional site, we could duplicate the same standards and teaching without incurring some of the expenses of duplicating support staff, a shared resource approach. Plus, leasing or purchasing an existing building is much less expensive than new construction.

Cornerstone has many people who drive a short distance to attend, but an even greater number of people drive more than 15 minutes. What if a large number (say around 150-200) lived in the same city or community approximately 15+ minutes from the existing building? These people ARE Cornerstone and could take the Cornerstone DNA of Bring-Invest-Give-Go directly to their neighbors and their community. They could affect their local community far greater than what our Shiloh campus could.

# Areas to Address

## CHILDREN:

Regardless of which church model we pursue, our children birth through grade 5 need to be located together in our Shiloh building. Currently these children are located in three different areas of the building which creates difficulty for our families and is confusing for visiting families. This setup also makes it hard to share volunteers between age groups.

## STUDENTS:

Our student ministry (grades 6-12) has no room to expand. Their Sunday classes have overflowed into their large room and Wednesday nights are filled to capacity. Both the Sunday and Wednesday classes must be re-evaluated to determine how growth can be accomplished.

## ADULT WEEKEND WORSHIP:

We also must immediately free up or create seating for 150-200 during the opportune Sunday morning service time. When worship seating is 75-80% filled, attendance starts decreasing. We've seen this happen over and over in the life of our church. The weekend of February 16-17, our attendance went over 1,500. Chances are we'll now see a decline until the room is more comfortable.

# What's the Next Step?

## MULTISITE

We are studying where Cornerstone attendees live and what existing building structures might be available. If we pursue the multisite option, it has to be in a location where a nucleus of Cornerstone attendees would be willing to take the Cornerstone look and feel and become strong leaders.

The Cornerstone Shiloh campus will always comfortably accommodate 1,200 attendees. As we approach 1,200 attendees, leadership will begin searching for another site to establish the next multisite location. Once the first multisite location exists, the model can be easily replicated.

## SHILOH CAMPUS

We will continue with plans to build onto our children's wing, providing centralized classrooms for nursery through grade 5. With this movement, the current nursery space can be converted to connection/lobby space, and the existing four rooms in the northeast corner of the building can be used for student ministry classrooms or for other purposes.

# QUESTIONS & ANSWERS

## WHY CHANGE THE ORIGINAL DEPLOY PLANS?

*Our mission of connecting people to Jesus remains intact. Because we had to revisit the financial aspect of Deploy, the potential of expanding Cornerstone's reach extends much further with the multisite model. It makes it easier for our church members to be involved in their communities and neighborhoods and easier to invite others to join them.*

## CAN WE GET A LOAN TO BUILD WHAT WAS PLANNED?

*Whether we build onto the existing Shiloh building or we remodel an existing offsite building, we at some point will need financing, either a construction or building loan. At this time we don't have details on what is available to us, but because we were required to go through the entire re-evaluation of Deploy, the option of multisite is being explored.*

## WHAT WILL A WORSHIP SERVICE LOOK LIKE AT ANOTHER CAMPUS?

*Each site will have a live band and a local Worship Leader. Music worship will be as similar to what is in Shiloh as possible. There will be a Campus Pastor who knows members and is active in the local community. This person will speak from the stage during communion, offering, a welcome time, and possibly other times. Part of the Cornerstone experience that draws people is the message delivered by Ian Stamps. This message will be presented on a large screen in the center of the stage.*

## **BUT I LIKE BEING A LARGE CHURCH.**

*Cornerstone in Shiloh will continue to be a building that accommodates over 1,000 people on the weekend and is an option for anyone to attend. There won't be a mandate to attend the location nearest you. Where you attend is your choice.*

## **HOW WILL MY MOVING TO ANOTHER CAMPUS HELP CORNERSTONE?**

*Current members "get" what Cornerstone is all about. You already follow the I Am Cornerstone model of Bring-Invest-Give-Go. When a multisite is in your local community, you become the church leaders and nucleus, taking Cornerstone "DNA" to another building. By relocating, you also immediately create open seating in Shiloh.*

## **HOW WILL THIS CONNECT MORE PEOPLE TO JESUS?**

*There are people who prefer a large church atmosphere and others who prefer small church atmosphere. The Multisite model creates both options. The Multisite option also expands our reach geographically.*

## **WILL MULTISITE LOCATIONS OFFER THE SAME PROGRAMMING FOR CHILDREN & STUDENTS?**

*The goal will be to have everything that is available in Shiloh, available at a multisite campus. There may be some local events that take place, such as community service projects. Most likely there will be a student minister and a children's minister at each location. There will be intentional combined campus activities for grades 6-12 because these ages thrive when participating in larger group functions.*

## WHAT ABOUT MIDDLE AND HIGH SCHOOL?

Most likely grades 6-12 will meet in each multisite location and have their own local student minister. This age group excels with larger number of students so combined campus activities will be intentionally planned.

## WHAT LOCATIONS ARE BEING LOOKED AT?

We have a nucleus of members in Mascoutah, Collinsville, Belleville, and O'Fallon. All these areas are being considered at the present time.

## WHEN WILL WE START?

Our hope is to open a campus in January 2014. This is a very ambitious goal and more likely will be Easter 2014. A construction loan of some type will be required, either for expanding our current building or remodeling a new campus.

## BUT PEOPLE HAVE PROVEN THEY'RE WILLING TO DRIVE THE EXTRA MILES TO SHILOH.

Having a multisite allows us to reach an even further geographic area than we have now. There will be some who are willing to drive extra for the large church experience. However, the experience at a multisite location will be very similar to what is available in Shiloh. Having a more local building to attend also makes it more appealing to invite your neighbors and makes it easier to impact and care for your local community.

## WHERE WILL MY TITHES AND OFFERING GO? (SITE BASED OR CENTRAL OFFICE)

Accounting and finance are areas that produce a cost benefit and utilize shared resources. All money will be handled centrally.

## ARE WE STILL PLANNING CONSTRUCTION IN SHILOH?

New children's classrooms and a remodel of the connection area/lobby are being planned. Regardless of which church model we pursue, our children birth through grade 5 need to be located together within our Shiloh building. Currently these children are located in three different areas of the building. This creates difficulty for our families and makes it difficult to share volunteers between age groups.

## IS MULTISITE MORE COST EFFECTIVE THAN A MEGACHURCH MODEL?

Depending on building rental or ownership, costs will vary. However, when you look at how the multisite option expands Cornerstone's reach, the people to dollar effectiveness is much greater.

## WERE THE PLANS THAT WERE DRAWN UP A WASTE OF RESOURCES?

The plans that were drawn were very preliminary. Moving forward, the children's section of the plans will be developed at a detailed level. The mission of Deploy is a journey that is evolving. The initiative in Fall 2012 was required to allow church members to commit generously what they will give for two years. Without the preliminary drawings, we couldn't have established a goal for the Fall 2012 initiative.

## HOW IS A MULTISITE DIFFERENT FROM A CHURCH PLANT?

The goal of a church plant is that the church will eventually have a separate life of its own and be able to minister and function without using the resources of a larger church. A multisite church is the same church that meets in multiple locations.

## WHY HAVEN'T WE PURSUED MULTISITE BEFORE AND WHY IS THIS THE RIGHT TIME?

The concept and acceptance of multisite has been growing over the last 20 years and has exploded in the last 2-3 years. Research documented in Wikipedia lists the following figures:

- In 1990, there were 10 multi-site churches.
- In 1998, that number had expanded to about 100.
- In late 2005, there were more than 1,500 multi-site churches in the United States.
- In 2008, there were an estimated 2,000 multi-site churches across the United States.
- In 2012 there were over 5,000 multisite churches across the United States.

## ARE OTHER CHURCHES IN OUR AREA USING THE MULTISITE CONCEPT?

Multisite campuses are being offered across the St. Louis area. Two are currently located in the Metroeast:

- The Journey Fellowship in O'Fallon IL, Marion, Illinois, St. Louis (2), Manchester
- Christ Church in Fairview Heights, Collinsville, Millstadt

In addition, Harvester Christian Church is now multisite having services in St. Charles and in Troy Missouri.



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