

**The
GO
PROJECT
Prospectus
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**GO PLAN 32
STARTS NOW!**

GO Center 10-Year Vision – The GO PROJECT

Years 1-2: 32 Churches Successfully Revitalized
Years 3-5: 100 Churches Successfully Revitalized
Years 6-10: 1000 Churches Successfully Revitalized

In recent months, God has shaped new vision, energy and boldness for the future of the GO Center as a vital tool for church vitality. The time has come, by God's grace, to level up and scale up exponentially to make a significant and measurable difference. In large part, the ultimate 10-year outcome hinges on what happens in the first two years with the first 32 churches – GO PLAN 32!

GO PLAN 32 is the initial campaign of the GO PROJECT and is quietly launching now. The focus of GO Center ministry will be the vitalization or revitalization of 32 churches from several evangelical denominations as they are immersed in a holistic commitment to missional vitality through GO Center training, consultation and coaching. Check out the following pages to get a close look inside of the GO PROJECT and consider your church's engagement as one of the FIRST 32.

Looking Ahead:

The success of GO PLAN 32 will lay the foundation for the success of GO PLAN 100.
The success of GO PLAN 100 will lay the foundation for the success of GO PLAN 1000.
. . . and then some!

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The GO Center is named for the Great Commission, short for the *GO & Make Disciples Center*. As evangelicals, we long for Great Commission effectiveness in our churches, but that effectiveness is elusive. Pray to the Lord of the harvest to send out laborers into His harvest (Mt. 9:38). Pray to the Lord of the harvest to send your church into His harvest. The GO Center is better prepared than ever to empower and your church is invited to join with the GO Center in the GO PROJECT. Let's do this together!

The GO PROJECT: Great Commission Empowerment for Revitalization

Over 80% of American Protestant churches are in plateau or decline. Your church is probably one of them. If you're not OK with that, here's a chance to do something about it. It's going to be difficult and it's going to take 18-24 months to vitalize fully, but if you're willing to commit the time and to do the hard work, good things are in your future. You don't do this alone because all of the personnel and resources of the GO Center are here to work alongside you. The concept is simple: The Great Commission is the vision and the Great Commission is the strategy. What's our vision? Go and make disciples. What's our strategy? Go and make disciples. There's no mystery, no surprise, no secret formula and no secret sauce. It's godly people willing to work hard through ministry that is inspired and shaped by the Great Commission.

Here's something, though, that might be surprising. Most church folks, when asked to identify the objective of the Great Commission, answer that the objective of the Great Commission is evangelism, reaching people with the Gospel in such a way that, by the grace of God, they find salvation. That sounds right but is shortsighted. True, God is seeking the lost to bring them to salvation (Luke 19:10), but there's a bigger objective. God is seeking worshippers that will worship Him in spirit and in truth (John 4:23). That's the long-term objective. Salvation is just the starting point, but as new believers are trained in obedience to all that Jesus commanded, they grow in maturity and, ultimately, become the true worshippers that God the Father is seeking.

Love God and love people. Prayerfully consider committing to the GO PROJECT and to seeing your church develop into a vital church that is empowered by the Great Commission.



5 Markers: The ROADMAP to Missional Vitality – Universal & Unique Paradox

Five markers shape a *simple* and *clear* 18-24 Month revitalization process that the GO Center identifies as the ROADMAP to Missional Vitality. This *universal* process is *uniquely* implemented by engaged churches, providing both a consistent experience that is shared with a network of churches and a customized application that is individually adapted to a given church's ministry identity.

Marker 1: Self-Discovery

Congregations cannot and will not change unless they are first made aware of the need for change. Change management practitioners refer to feeling the impact of this need as *urgency*. Simply stated, without a sense of urgency there is no possibility of change. Urgency might be *negatively* motivated by losses in attendance, giving and overall ministry capacity, all hallmarks of plateau and decline. Urgency might be *positively* motivated by a renewed commitment to reaching a lost community. Often, both are in play. Self-Discovery seeks to establish that sense of urgency in the minds and hearts of a church's leaders and congregation through education and honest assessment, and when discovery is made through self-assessment, leaders truly own their findings.

Marker 2: Motivation

For a congregation to move toward a Great Commission future, it must recognize where it is in the present and examine how it got there as it moved through its past, whether that past is short or long. GO Center assessment leverages the valuable dynamic of self-discovery that is central to the awareness gained in Marker 1 to create the desire to embrace needed changes and to foster the positive motivation for Great Commission actions to be taken. The willingness to change is aspirational and open the door to needed changes, but the strong will, the strong motivation, to develop Great Commission effectiveness is truly incarnational.

Marker 3: Skill-Training

Development of cognitive knowledge and comprehensive skill-training are much broader than an isolated on-site event and include multiple training tools and experiences delivered over time in multiple formats such as on-site, live online, video and document downloads and more. Some are led by GO Center presenters while others are designed for self-study as individuals or groups. Once inspired and equipped, leaders and congregations are empowered for Great Commission effectiveness in reaching the harvest and growing the reached to maturity.

Marker 4: Implementation

The role of a coach in the implementation of skill-training is an important role. GO Center coaches are trained to come alongside church leaders that are taking the lead in the missional revitalization of their respective churches. These coaches guide leaders through *COACHWORKS!*, a comprehensive guide that supports the ability to implement successfully, and they provide answers to questions, solutions to problems and access to needed resources during the process. The key to effective coaching is that coaches establish strong, trusted relationships with church leaders and encourage these leaders to stay on task and on track in working through *COACHWORKS!*

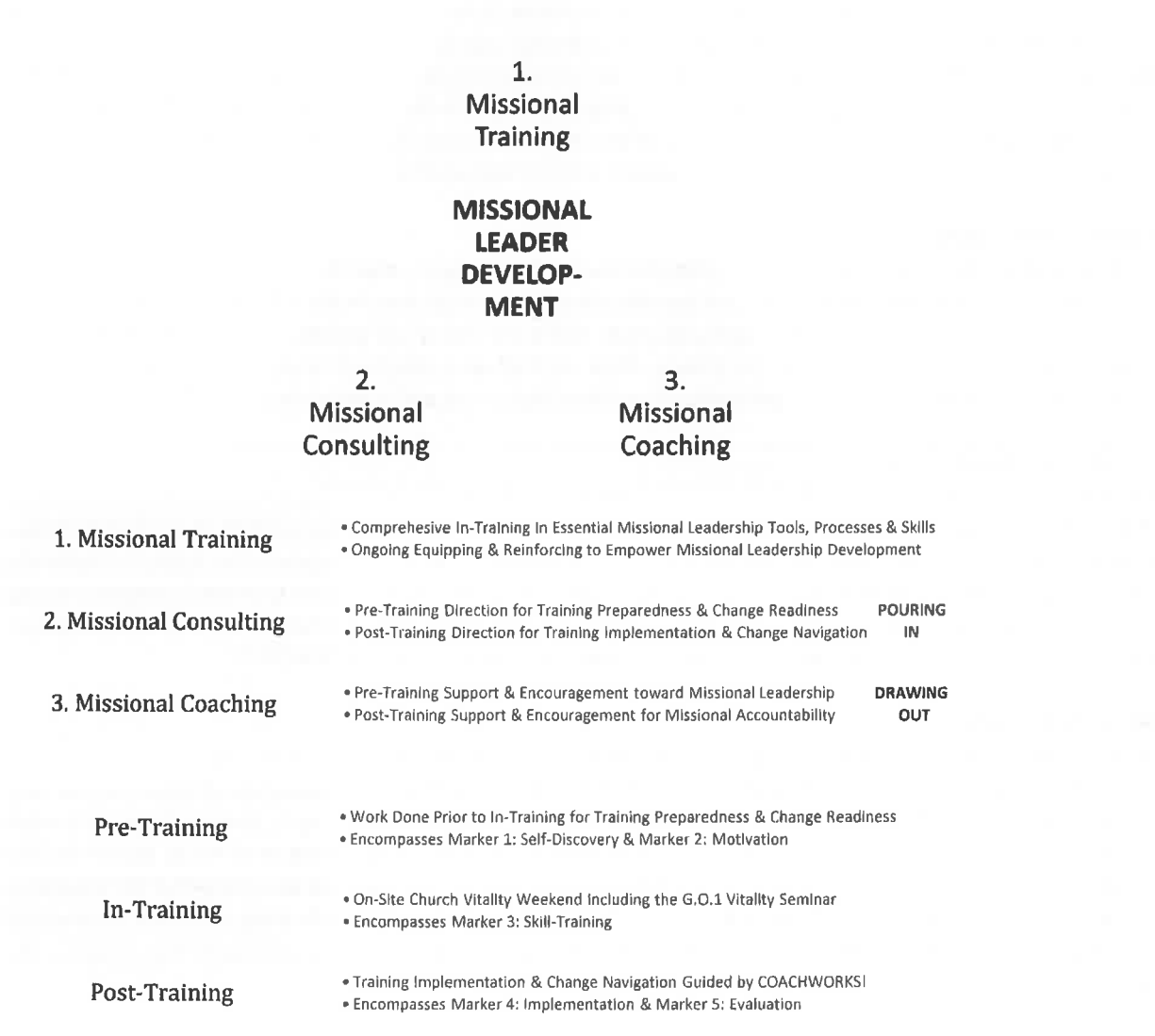
Marker 5: Evaluation

Similar to assessment, evaluation leverages the dynamics of self-discovery, but this is a coach-guided self-discovery that provides accountability and measurability that reinforces the missional revitalization process. As this self-discovery unfolds, the GO Center Team reviews these findings with church leaders, again seeking buy-in as to what is really happening and why. There is a sense in which this reinforcement and evaluation serve as awareness and assessment that is similar to the markers of Self-Discovery and Motivation that were experienced at the beginning of the process. This can serve as the beginning of a second wave of revitalization, informing continued training and coaching if so desired by church leaders. The ROADMAP, then, could serve as an upward spiral that mitigates the typical drift that is experienced on the church lifecycle.

The Missional Vitality Journey: 18-24 Months

On average, following the ROADMAP to Missional Vitality is an 18-24 Month Journey and the GO Center Team of trainers, consultants, specialists and coaches is with church leaders all along the way. Note that Marker 1: Self-Discovery and Marker 2: Motivation are essentially prerequisites to the heart and soul of the process incorporated in Marker 3: Skill-Training and Marker 4: Implementation. So, to be *simple* and *clear*, it will take roughly 6 months to work through Markers 1 and 2 followed by 12-18 months to complete Markers 3, 4 and 5 for a total of 18-24 months. These months of strategic prayer and intensive effort enable missional revitalization to take firm hold in a church and become the new ministry culture, laying the foundation that will support missional growth and development for years to come. Self-Discovery and Motivation are preparation for the process; Skill-Training and Implementation are the core of the process; Evaluation is the debriefing and solidifying of the process.

The Missional Leader Development Triangle



The
GO PPROJECT

Objectives
&
Outcomes

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OBJECTIVES:

GO Center 10-Year Vision – The GO PROJECT

- Years 1-2: 32 Churches Successfully Revitalized
- Years 3-5: 100 Churches Successfully Revitalized
- Years 5-10: 1000 Churches Successfully Revitalized

10 Years in 3 Campaigns

- Campaign 1: Years 1-2 2020-2021 32 Pilot Churches
- Campaign 2: Years 3-5 2022-2024 100 First Responders
- Campaign 3: Years 6-10 2025-2030 1000 Mainstream Responders*

*Note: *Crossing the Chasm* by Geoffrey Moore

Personnel Development

- Campaign 1: 20 – 25 Missional Ministry Partners
- Campaign 2: 50 – 75 Missional Ministry Partners
- Campaign 3: 200 – 250 Missional Ministry Partners

Key Strategic Concepts

- Curriculum Development
- Personnel Development
- Research Data Gathering
- Research Data Analysis
- Research Data Publication
- General Hardcopy Publication
- E-Publication
- Certification – Initial
- Certification – Renewal
- Onsite Training – Live
- Online Training – Live
- Online Training – Digital
- Online Store
- Online Donation
- Online Resource Portal: Certification
- Online Resource Portal: Subscription
- Email Platform Development
- GO Center Leadership Succession

OUTCOMES:

- Revitalization of 1000+ Evangelical Churches
 - Incline Strengthened or Established as New Lifecycle Launched
 - Four Disciplines of a Great Commission Church Established
 - Ministries Strategically Mobilized through the Great Commission Matrix
 - Growing Wider through Conversion Impact
 - Growing Deeper through Outreach, Evangelism & Discipleship Participation
- 270+ Missional Ministry Partners Developed
- Vital Research Conducted & Published
- Vital Curricula & Other Resources Developed
- Next Generation(s) GO Center Leadership in Place
- GO Center Ministry Positioned for Exponential Multiplication into the Future