



PARTNERSHIP PLAN

# TALK

## What people are saying about Mercy Road

Mercy Road will be a high impact church in a high needs area! Josh Husmann has a proven record as a ministry launcher and developer. Any support for this church plant will be a solid investment for God's kingdom!

### **Glenn Gunderson**

PFB Church // [pfblive.tv](http://pfblive.tv)

I have to admit that it is hard to get excited about another church plant in a day and age where they spring up, and then back down again, faster than my five year old on the trampoline. However, I would take money out of my retirement if I could buy stock in what is happening in Indianapolis right now. Josh is a young gifted leader who knows God, knows the city, leads with humility and service, and I have no doubt that the spiritual investments that are being made right now will pay off for eternity.

### **Chris Brown**

Northcoast Church // [northcoastchurch.com](http://northcoastchurch.com)

I am excited about Mercy Road and what God is already doing through Josh and his team here in Indy! God genuinely seems to be 'up to something' fresh and innovative. I haven't been this excited about a new church starting in Indy for years! You can easily see the Spirit of God working in and through Josh and his team.

### **Dave Ambrose**

Bridgeway Community Church // [bridgewaycc.com](http://bridgewaycc.com)

We all know that everything rises and falls on leadership. Josh's powerful call to plant this church will impress all who hear his vision. When it comes to church planting I can wholeheartedly support the efforts of Josh because of his devotion, courage and leadership.

### **Jack Hamilton**

High Desert Church // [highdesertchurch.com](http://highdesertchurch.com)

Josh & Lisa are two of the most genuine people I've met while also being two of the most passionate to see kingdom hope shared. I have no doubt that under their leadership Mercy Road will be an incredible source of light to Indy and the world.

### **Tony Wood**

Moment Christian Church // [momentchurch.com](http://momentchurch.com)

We're excited Josh and Lisa have come to Indy. They are a dynamic couple who have a great vision for Mercy Road. One of the things I have appreciated most about Josh is the rare combination of great leadership charisma and great humility and teachability. Indianapolis could use more leaders like Josh, and I'm thankful they are here to help bring the gospel in all of its fullness to Indy.

### **Keith Carlson**

Grace Community Church // [gracecc.org](http://gracecc.org)



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# VISION

II Corinthians 5:17

Therefore, if anyone is in Christ, he is a new creation. The old has passed away; behold, the new has come.

## A word from Josh...

At age 19 this verse drastically changed my life. It helped me understand what it meant to live for Christ. I knew then God wants each of us to live passionate lives of change... living out of a purpose and meaning found only in Jesus. God can bring restorative power to anyone's life no matter how far he or she is from God. I believe there are millions of Americans waiting to be awakened to a greater purpose in their lives just as I was. Over the last eleven years in ministry I have seen countless lives changed, hearts made new, and the broken comforted. I have seen those far from God accept His mercy and leave everything to pursue a life with Him. I have seen the new creations of Christ in action.

In late February of 2010 I was praying during a time with God about a sermon I had heard early in the day. God revealed to me in a very clear way that he is calling me to start a church in Indiana. Our family has answered the call and we have seen countless confirmations. It really does stagger me. I am amazed at what has happened in our hearts and lives.

We have moved our family to the north side of Indianapolis to start a church in the heart of the most populated area of the state. We have a bold vision to start a Biblically based and extremely relevant church to reach those far from God and help those in need in the Indianapolis metropolitan area with dreams of planting a network of churches around the state.





# PLAN



This plan directly answers the most common questions about Mercy Road. Our plan isn't just a clever idea built on “fly by night” decisions. This is the culmination of over a decade of ministering to the next generation, where we have experienced and observed God working in hearts and lives. This plan is years of discussion with pastors, professors, friends, Christians, and non-Christians about how the church should live and do mission.

The objectives of this plan are...

**To layout a clear vision for the start of Mercy Road.**

**To strategically define each step in the process.**

A detailed list of actions, goals and milestones will bring deliberate intentionality to the startup process. We also understand the Spirit may change the plan over time. However, strategic planning coupled with openness to God's redirection will ensure we maximize time, money, and resources.

**To provide standards to evaluate our progress.**

We want to establish clear expectations for the startup process and standards of “success” of the mission. Success is ultimately in God's hand, but we hope to demonstrate goals to keep us accountable in order to develop a healthy and thriving church.

**To identify how you can partner with Mercy Road through:**

- Prayer
- Finances
- Joining the Launch Team
- Resources/contacts

# WHY



## Why am I reading this?

### We are inviting YOU to partner with Mercy Road.

We are inviting YOU to join the Mercy Road Launch Team. This is the 125 people that will start Mercy Road. By joining the Launch Team you are committing to 3 things:

1. Helping start the worship service in the fall of 2011
2. Investing your time, talents, and treasures in the church
3. Participating in an outpost (an outward focused house church)

God is bringing together a dynamic team to make Mercy Road a powerful reality. This is a church started out of a calling from God. Failure is not an option. Our expectations are huge and life altering! We will not back down from a passionate vision to unite with what God is doing in the city of Indianapolis to usher in Kingdom change throughout the city and around the state!

## What kind of church are you starting?

The name Mercy Road is loaded with clues to who we are and what our passion is. We intentionally chose a name that would reflect our mission and style.

We are a high-octane church; taking seriously the mission that Jesus has given us to share His message of mercy and love.

We are ultra contemporary, but entirely God focused in our worship style.

We are unapologetically passionate in mobilizing people for mission and apprenticeship.

We see church as more than just a worship service, yet value large gatherings.

We are committed to God's perspective on life and not human ambition.

We value creative and innovative excellence because God is glorified and people are moved toward change when we give our best.

We deliberately use culture to communicate God's unchanging truth.

# WHAT



## What kind of church are you starting?

These are some of the phrases and words people will begin to associate with Mercy Road. We are a next level church of passionate mission and apprenticeship rebelling against the cultural norm of spiritual apathy because of an assured knowledge of the need for the redemptive mercy of Jesus Christ.

We believe anyone can be redeemed and brought into a passionate relationship with Jesus Christ.  
NO MATTER HOW FAR THEY ARE FROM GOD!

### Acts 9:4-6

4 He fell to the ground and heard a voice say to him, "Saul, Saul, why do you persecute me?" 5 "Who are you, Lord?" Saul asked. "I am Jesus, whom you are persecuting," he replied. 6 "Now get up and go into the city, and you will be told what you must do."

Paul murdered Christians, yet he encounters the mercy and grace of Jesus Christ, is redeemed, and becomes the leader of the early Church movement throughout the Roman Empire. How many others are waiting to be awakened from their spiritual graves...to lead a consumerist Church out of the darkness of spiritual apathy? Maybe you?

## What is the purpose of the ministry?

Our mission statement isn't just a catchy tagline... it's the foundation for all that we do...

Mercy Road exists so that people far from God are apprenticed into a passionate and missional relationship with Jesus Christ.

People who are far from God > identifies our target  
Are apprenticed into > defines our strategy  
A passionate and missional relationship with Jesus Christ > describes our goal

# PURPOSE



## What is the purpose of the ministry?

### Five Core Values

**Wholehearted Worship** – The whole person engaging God

**Intentional Mission** – sharing our faith and helping those in need

**Spiritual Apprenticeship** – One-on-one discipleship and encouragement of spiritual disciplines

**Unified Community** – Authentic relationships driven by mission

**Strategic Generosity** – Time, talent, and treasures serving God

These core values are the specific pursuits of Mercy Road. We believe they define true, life fulfillment for everyone. They are our contextualized summary of the Biblical purposes of the Church. We hire staff, spend money, and develop programs based solely on these 5 core values.

## What do you believe?

Our basic beliefs about God aren't just theoretical... they shape our actions.

Bible > God wrote a book

Trinity > God: Three in One

Father > God is great and good

Son > God became human

Holy Spirit > God is always present

Eternity > Somewhere forever

Humanity > God's image bearers

Salvation > God's only way

Church > The physical Body of Jesus Christ

**The Bible** – God wrote a book – The Bible, composed of the Old and New Testaments, is the divinely inspired Word of God, the final and trustworthy authority for faith and practice. The Bible is a direct connection with God in which He reveals Who He is and what His expectations are for our lives. It was written by human authors under the supernatural guidance of the Holy Spirit. Because it was inspired by God, the Bible is truth without error and is found today exactly as God intended it to be. It is to be interpreted responsibly under the guidance of the Holy Spirit within the community of faith. The Bible clearly reveals the essentials necessary for Salvation and the basics of how to conduct our lives. It is the supreme standard by which human conduct, creeds, and opinions should be tried.

(Deut. 4:1-2; II Timothy 2:15, 3:16-17; II Peter 1:20-21)



# BELIEFS

## What do you believe?

**Trinity** – God: Three in One – God has existed in relationship with Himself for all eternity. He exists as one God in three persons: the Father, the Son, and the Holy Spirit. Although each member of the Trinity serves different functions, they each possess equal power and authority.

(Gen. 1:1; Deut. 6:4; John 4:24, 14; Gal. 4:6; 2 Pet. 1:17; Psalm 2:7ff; Isaiah 7:14; John 1:1-18; Hebrews 1:8; Psalm 51:11; 1 John 4:13; Acts 5:3-4)

**The Father** – God is great, God is good – God is great: He is all powerful, all knowing, ever present, unchanging, completely worthy of our trust, and above all, holy. Because He is righteous, we can trust Him as the ultimate judge of moral authority and He deserves our reverence. It is in Him that we live, move, and exist. God is good: He is our Father. He is loving, compassionate, and faithful to His people and His promises. He genuinely cares and is concerned with each of His creations.

(Exodus 3:14; Numbers 23:19; Leviticus 11:44-45; 19:2; Psalm 11:4-6; Malachi 3:6; John 3:16, 4:24, 5:26, 14:1; Acts 17:28; Romans 3:3-4)

**The Son** – God became human – Jesus Christ is the Son of God, begotten of the Holy Spirit and born of the Virgin Mary, fully divine and fully human, the eternal and pre-existent Word. By His death Christ made full atonement for our sins, and by His resurrection He showed Himself to be the Lord and giver of life to all who believe. He is the only plan for bringing people who are enemies of God back into a right relationship with God. He lived a perfect life, so that He could be a substitution for us in reconciling us with God, Who is perfect. He received punishment for our sins when He died on the cross to satisfy God's wrath. He defeated death in His resurrection so that we could have life. He overcame sin, death, and evil to set the world right. He ushered in the Kingdom of God here and now and for eternity.

(Isaiah 7:14; 53; Matthew 1:18-23, 3:17, 8:29, 14:33, 16:16, 28:5-6; Luke 1:34-35; 22:70; 24:46-47; John 1:1-3, 14; 10:30; 11:25-27; 17:1-5; Acts 1:9; 2:22-24; 7:55-56; Romans 1:3-4; 3:23-26; 8; 10:4, 1 Corinthians 8:6; 2 Corinthians 5:19-21; Galatians 4:4-5; Philippians 2:5-11; Colossians 1:15; 2:9; 1 Timothy 2:5-6; 3:16; Hebrews 1:1-3, Hebrews 4:14-15, 12:2, 13:8; 1 John 4:14-15)

**The Holy Spirit** – God is always present – His presence assures us of our relationship with Christ. He guides believers into all truth, and exalts Christ. He convicts people of their sin, God's righteousness, and the coming judgment. He comforts us, gives us spiritual gifts, and makes us more like Christ.

(Genesis 1:2; Psalms 51:11, 139:7 ff.; Isaiah 6:1:1-3; Joel 2:28-32; Mark 1:10; Luke 1:35, 4:1, 11:13, 12:12; John 15:26, 16:7-14; Acts 1:8, 2:1-4, 13:2; Romans 8:9-11, 14-16, 26-27; 1 Corinthians 3:16; Ephesians 1:13-14; 2 Peter 1:21; Revelation 22:17)

# BELIEFS

## What do you believe?

**Eternity** – Somewhere forever – Humans were created to exist forever. We will either exist eternally separated from God by sin, or in union with God through forgiveness and salvation. To be eternally separated from God and given over to Satan for eternity is Hell. To be eternally in union with God is eternal life. Heaven and Hell are places of eternal existence. Jesus Christ will return visibly, at which time He will raise the dead and judge all people. Believers will enjoy eternal fellowship with God as they participate in the fullness of His eternal reign, while unbelievers will suffer eternal separation from God in hell.

(Matthew 24:29-31; Matthew 25:31-46; John 3:16, 36; Romans 6:23; 1 Thessalonians 4:14-18; 1 John 2:25, 5:11-13; Rev. 20:4-6, 11-15)

**Humanity** – God's image bearers – Humans are made in the image of God and are the supreme object of God's creation. Humanity was created to have fellowship with God, but became separated in that relationship through sinful disobedience. As a result, human beings cannot attain a right relationship with God through our own effort. Every human personality is uniquely created, possesses dignity, and is worthy of respect and Godly love.

(Genesis 1:26-30; 2:7, 18-19; 3; Psalms 8:3-6; 32:1-5; 51:5; Isaiah 6:5; Jeremiah 17:5; Acts 17:26-31; Romans 1:19-32; 3:10-18, 23; 5:6, 12-21; 6:6; 7:14-25; 1 Corinthians 1:21-31; 15:19, 21-22; Ephesians 2; Colossians 1:21; 3:9-11)

**Salvation** – God's only way – The blood of Jesus Christ, shed on the cross, provides the only way of salvation through the forgiveness of sin. Salvation occurs when people place their faith in the death and resurrection of Jesus as sufficient payment for their sin and as a redeeming of the created order of God. Salvation is a gift from God and it cannot be earned through our own efforts. Through Christ the believer becomes a new creation whose mind and will are transformed by the power of the Holy Spirit from loving sin, to loving the Lord with all our heart, soul, and mind, and loving all people as we love ourselves.

(Isaiah 1:18; 53:5-6; 55:7; Matthew 1:21; 22:37-38; 27:22-28:6; 28:18-20; Acts 1:8; 2:21; 4:12; 16:30-31; 17:30-31; Romans 1:16-18; 3:23-25; 5:8-10; 6; 8; 10:9-10; 13; 1 Corinthians 1:18; 2 Corinthians 5:17-20; Galatians 2:20; 3:13; Ephesians 2:8-22; Philippians 2:12-13; Hebrews 9:24-28; 1 John 1:6-2:11; Revelation 3:20)

**The Church** – God's design for community – The church is a local community of regenerated believers unified through faith in Jesus Christ as Lord. It is committed to the teachings of Christ, to obeying all of His commands, and it seeks to bring the gospel to the world. The Church works together in love and unity, intent on the ultimate purpose of glorifying Christ. Such believers claim a personal relationship to God through Jesus Christ, are indwelt by the Holy Spirit, follow the Lord in believer's baptism by immersion, share in the Lord's Supper, gather regularly for worship, and covenant for mutual edification and care-giving. That the Church is called to proclaim the Good News of Jesus Christ and God's reconciling grace in the power of the Holy Spirit, inviting persons to receive salvation and follow Christ as His disciples. As disciples, we seek justice for all persons and the reform of society.

(Matthew 16:15-19; 28:18-20 Rom. 10:9-10; Acts 1:8; 16:30-33; 1 Corinthians 6:19; 11:23-26; Galatians 3:26-28; Eph. 1:22-23; Hebrews 10:23-25; James 1:27; 2:8)

# WHY

## Why plant a church?

Trends show that 4,000 churches close their doors every year in the United States with only 2,500 new churches starting. "This gap becomes even more disparaging when you factor in that the un-churched population has increased by 93% over the past 13 years. It is easy to see that if those trends continue the church will be ill-equipped to meet the spiritual needs of the un-churched in this country."

What is happening in the church today? George Barna, founder of the Barna Research Group, a leading Christian pollster which analyzes American culture, makes the following observations in the summary of his yearly report "The State of the Church 2005"

Studies by Ed Stetzer and others show that the fastest and most effective form of evangelism is starting new churches. In fact, the fastest growing churches in America usually are new churches. There is an incredible need for new, passionate churches throughout the United States.

- The Church needs a radical insurgence of passionate Christians in the US.
- People are open to God and spirituality, but have lost faith and reliance in Biblical Christianity. We feel this is due to poor communication of the timeless truths of the Biblical Gospel.
- Christianity has become a costless and consumerist faith in the US. We are a nation of comfortable, compromising believers.
- The Church suffers from a debilitating absence of visionary leaders who humbly risk everything for the cause of Jesus Christ.
- Church has become a one-hour worship service, rather than a unified community empowered for mission.

If new churches, passionately pursuing Christ, do not come into existence, the number of unchurched people will continue to escalate and lives will be lost. The Church will also continue to lose social relevance within the US because of its lack of concern for social justice and the well being of others. You are right to ask, "Why start another church," but when you realize what's at stake the answer is easy to see.

The local church is the hope of the world and unless God-inspired, visionary leaders humbly rise to transform the US the Church will continue to offer a shell of religion where lives remain unchanged.

# INDIANAPOLIS



## Does Indianapolis really need another church?

Indianapolis is the fastest growing city in the Midwest. It is growing faster than Chicago, Minneapolis, St. Louis, Cleveland, and others...yet worship service attendance is below 20% in both Marian and Hamilton counties on a given weekend. The population of Indiana is moving to the north side of Indianapolis. The number of churches in Indianapolis could double and still less than 40% would attend a worship service.

A new church is not needed in Indianapolis. Many new churches are needed. We see the north side of Indianapolis as the strategic location to eventually reach multiple parts of the city and state. The north side of the city is the fastest growing area of the state. Many people from smaller communities are moving to the north side of Indianapolis to live. A large portion of this population are young families and singles we hope to see Jesus reach.



# WHO



## Who is starting this church?

Currently the Board of Trustees is composed of three people from our strategic partners.

Doug Meye (Transformation Ministries) // [transmin.org](http://transmin.org)

Peter Torry (PFB Church) // [pfblive.tv](http://pfblive.tv)

Craig Parker (Bridgeway Community Church) // [bridgewaycc.com](http://bridgewaycc.com)

## Launch Team

We had an initial 12 people committed to starting the church. That number continues to grow. The goal is to develop a team of 125 committed launch team members by June of 2011. The Launch Team, under the leadership of the staff, will be responsible to assure 10 outposts are started and 250+ people attend the first worship service in the fall of 2011. These numbers represent a goal and not a measure of success. The vision does not rise or fall on these numerical goals being met.

This team will be made of the Mercy Road leadership, core group, committed Christians, unchurched Christians, and non-Christians in the Indy area. Anyone can join the launch team, so long as they are fully committed. People demonstrate their commitment by joining a house church and investing financially in Mercy Road (this could be as little as \$1 or a family's regular tithe – we're not after your money, we just want people who are invested and committed! People are giving up cities, homes, and comfort to join the launch team; it's only fair we ask all to sacrifice what they "can"). This growing team will enable the early outpost movement, as well as serve as the beginnings of Mercy Road.



# LEADERSHIP

Who is starting this church?

## MERCY ROAD Leadership



### **Josh Husmann LEAD PASTOR**

Fuller Theological Seminary – D.Min. (currently pursuing) & M.Div.  
DePauw University – B.A. Communication  
josh@mercyroad.cc

Josh Husmann is the lead pastor for Mercy Road. He has spent the last seven years leading a next-gen ministry in southern California at Pomona First Baptist Church (pfblive.tv) and has over a decade of ministry experience. Josh will cast vision and lead the new church, as well as be the primary teaching pastor. You can follow Josh's blog at OutOfAshes.tv. He and his wife Lisa now live in the north Indianapolis area. Before moving from California, Lisa was an accomplished floral designer and entrepreneur. She also loves being a mom!



### **Justin Kruse ADMINISTRATION**

DePauw University – B.A. Computer Science & History  
justin@mercyroad.cc

Justin Kruse will be overseeing Administration for us. Justin is an IT consultant in Carmel and has a heart for the details of ministry. Justin and his wife Jenna are both phenomenal track athletes. Jenna is the Westfield High School track coach. Justin will be making sure the details are not forgotten and that we do everything with excellence.



### **Eric Maitlen WORSHIP & MISSION**

Indiana University – B.A. Teaching (Religious Studies & Music Emphasis)  
eric@mercyroad.cc

Eric Maitlen will be overseeing Worship and Mission for the new church. Eric leads a ministry called 2:8 and is part of My Yellow Rickshaw a local Indy band. He and his wife Jillian have spent time leading worship and sharing their faith around the world. Eric has been a youth pastor and spent a year in India. Both Eric and Jillian have a heart for relationships and seeing God transform lives through Jesus Christ.

# PARTNERS



## Who is starting this church?

### **Mercy Road Strategic Partners**

Transformation Ministries (TM) // [transmin.org](http://transmin.org)

Pomona First Baptist (PFB) // [pfblive.tv](http://pfblive.tv)

Emerging Leadership Initiative (ELI) // [elichurchplanting.com](http://elichurchplanting.com)

Bridgeway Community Church // [bridgewaycc.com](http://bridgewaycc.com)

### **Additional Partners:**

PlainJoe Studios // [plainjoestudios.com](http://plainjoestudios.com)

Bethany Baptist Church // [bethanybaptistlife.org](http://bethanybaptistlife.org)

Wesley United Methodist Church // [uswesley.org](http://uswesley.org)

# REACH



## Who are you trying to reach?

Mercy Road is targeting 18-45 year old families, married couples, singles, widows, divorcees who share common characteristics, goals, and life experiences. Because we are aggressive and forward thinking, many will be attracted to our vision. Mercy Road will grow into a multi-cultural, multi-generational church.

## How will you reach them?

Our strategy for reaching people revolves around prayer and action. We believe most people will engage with Mercy Road. Historically Christianity has grown fastest through already established networks of relationships. Sociological statistics today demonstrate most people will attend an event with a friend, even a church event. We intend on seeing the Spirit of God invade these networks of relationships. This is critical to our plan. Indianapolis and the state of Indiana are highly relational. Credibility and influence will be empowered by referrals within our network of relationships.

In addition we intend to create new relationships through community bridge events, social media, marketing, mailers, missional involvement in the community and reaching kids. This is summarized in these four categories:

### **Invest and Invite**

Those who are a part of Mercy Road will invest and invite people to house churches and weekend worship experiences.

### **Create a buzz**

We will utilize multiple forms of communication including social media, an online facebook media social campus, mailers, marketing, etc...

### **Invade the community**

The house churches will meet needs in local communities and we will establish the church beyond walls.

### **Reach the kids**

Excellent children's ministry will be an integral part of Mercy Road. Whether at an outpost or the worship service Mercy Road will have an energetic, engaging, vibrant and excellent children's ministry experience. We will enable parents to "raise up" their children by investing extreme amounts of time, resources, and creative energy into the Mercy Road children's ministry.

# REACH

## What will you do when you reach them?

Assimilation is the process of immersing people into a particular culture. Every church has its own unique culture. At Mercy Road we've designed a unique assimilation process: Unite, Move, Grow, Lead. The process is centered on moving people into a commitment where they are striving to live out a passionate and missional relationship with Jesus Christ.

Whether someone attends an outpost, worship service, or a local mission project we hope they begin to...

## Unite. Move. Grow. Lead.

**Unite** with the cause of Christ.

**Move** to do something about that cause.

**Grow** in maturity as an apprentice of Jesus.

**Lead** others to fulfill God's mission.



# OUTPOSTS



## What is an outpost?

Our vision includes a hybrid model of ministry. We value a large, dynamic worship service done with excellence in which people can freely express worship to God. We also believe the Biblical church is more than just a worship service.

Mercy Road will be a network of unified outposts (outward focused house churches), which meet for the large worship gathering in a central location. These will not be traditional small groups. We deeply value Bible study and teaching as a critical part of the apprenticing process, but also see action within the local church as a missing component in many instances. Each individual house church will serve as an outpost for mission into the local community by adopting one local mission opportunity. Our vision is to unleash an underground network of Christian communities into the world to proclaim the name of Jesus and help people in need.

Each outpost will include times of hanging out and building community, studying Scripture, praying, accountability, worship and rallying around the local mission. These outposts will be done with excellence... with a vision and plan, while knowing adaptation to the local community and context will be critical. Childcare will be done with the same excellence at an outpost, as it will be at the worship service.





# GOALS

## What are your goals?

Mercy Road exists so that people far from God are apprenticed into a passionate and missional relationship with Jesus Christ

### **Our goal is real life change.**

Mercy Road members will move into a growing commitment to reach the following five expectations:

- Actively participating in an outpost and weekend worship experience, while living to glorify God (Wholehearted Worship)
- Investing in and inviting people far from God to unite with the cause of Christ, while helping those in need (Intentional Mission)
- Growing spiritually through regular Bible study, prayer and practice of spiritual disciplines. This is encouraged and held accountable through apprenticing and being apprenticed (Spiritual Apprenticeship)
- Investing time, talents, and treasures (Strategic Generosity)  
Giving 10% to the vision of Mercy Road  
Committing to serve in an area of ministry and in daily life
- Actively participating in a missional, outpost and a worship service (Unified Community)

During the assimilation process our core values will be explained in a way that allows each individual to develop a baseline for each value as to how it applies to his or her life. Our goal is that each person gains a “passionate and missional relationship with Jesus Christ.” People will live out these five core values in increasing passion over time. Through consistently teaching/studying the core values in multiple venues and periodic re-evaluations, individual and corporate growth will occur and be evaluated.

Everything we will do, everything we add, and everything we evaluate will be done through our purpose and core values. If it does not strategically line up with where we are going or it is not helping us get there, it will not be done. We will be working with a “simple church” model initially by focusing on simplifying the mission and not over “programming” people.

As we measure our goals we will assess how we are doing in assimilating people into a culture where the core values are being lived out and evidenced in changed lives.

# TIMELINE



## What is your timeline?

The vision has been given, a state and city have been identified, and critical steps have been taken in prayerfully pursuing this vision. We have developed a one-year plan for officially launching Mercy Road. This is a thought out plan, critiqued by numerous experienced church planters and leaders. It has been prayed over and given to God. We are fully aware plans can change, but here is our one-year timeline:

### **2010 – Phase I – September-December**

- Leadership Training
- First Vision Experience
- Begin the first outpost
- Major fundraising
- Develop core group and launch team
- Team begins relational outreach
- Official incorporation of the church and 501(c)3 finalized

### **2011 – Phase II – January-February**

- Second Vision Experience in January
- Outposts expanded to 5
- Build the launch team to 50 people
- Leadership Training

### **2011 – Phase III – March-April**

- Third Vision Experience in March
- Outposts expanded to 7
- Build the launch team to 100 people
- Determine site and launch date for the worship service
- Begin plans for worship service launch

### **2011 – Phase IV – May-June**

- Outposts expanded to 8
- Fourth and Fifth Vision Experiences in May and June
- Build launch team to 125 people
- Begin major preparations for the worship service
- Team captains solidified

### **2011 – Phase V – July-September**

- Final Preparations for launch of the worship service
- Begin major preparations for the worship service
- Outposts expanded to 10
- Preview services
- Official Launch of the worship service
- Expansion of outposts in post-launch

# COST

## How much will this cost?

We estimate the three-year budget of the church at \$800,000. This includes financial support from our major partners, additional outside fundraising in the amount of \$325,000, and tithing from within Mercy Road. Here is a budget breakdown for the outside support our Launch Team will attempt to raise.

**Salaries – \$115,000** (this includes multiple staff position salaries and health care over a year and half period)

### **Outposts – \$3,500**

- Flyer/Info - \$1,000
- Material/Training - \$500
- Childcare - \$2,000

### **Equipment – \$110,000**

- Sound – \$60,000
- Video – \$20,000
- Lighting – \$15,000
- Trailers/trucks – \$10,000
- Children – \$5,000

### **Media/Technology – \$14,500**

- Branding and Website Build – \$4,500
- Monthly Payments – \$2,400
- Media Social – \$3,600
- Partnership Plan – \$2,000
- Stationery, etc... - \$2,000

### **Marketing – \$50,000**

- Flyers/t-shirts/social media blitz, etc. – \$8,000
- Direct Mail – \$32,000
- Signs – \$5,000
- Yellow Pages – \$3,000
- Newspapers – \$2,000

### **Community Outreach (Bridge Events) – \$15,000**

### **Facilities / Start-up – \$17,000**

- Rent (3 months) – \$6,000
- Utilities – \$1,000
- Furnishings – \$5,000
- Phones – \$1,000
- Site-prep – \$4,000

**Total Funds Needed over 3  
Years from Outside Support  
= \$325,000**

# SUPPORT



## Will you partner with Mercy Road?

Our vision is clear, our course has been set, and now God is calling people to partner with Mercy Road. Consider the following and ask how God wants you to partner with us...

### **Prayerfully**

Will you partner with us in prayer? We are intentionally seeking a serious team of people to cover us with prayer as this vision unfolds. This prayer team is not an addendum or afterthought in the startup process, it is essential to the integrity and success of the mission. This plan summarizes many of the prayer needs and will help our prayer partners effectively intercede for us. You will receive regular updates on how to pray for Mercy Road.

### **Launch team**

Will you partner with us by joining our launch team? As God draws people to consider being a part of the Mercy Road Launch Team, this plan will serve to answer many basic questions and spell out the essential vision. The opportunity for participation is tremendous, and we want to make as many details as possible available to potential founding members of this new church. If you are interested in joining the Launch Team, we will contact you when we receive your Mercy Road Partnership Card.

### **Financially**

Will you partner with us financially? Jesus said "where your treasure is, there your heart will be also." (Matthew 6:21). We feel that God has already prepared many people who are poised and ready to partner with us financially from the start of this process on. These individuals/churches/businesses will be an integral part of this move of God. We have decided not to be shy as we present our needs and vision for the development of this Church. Included in this plan is a comprehensive list of the projected financial requirements for our initial stages of operation and several avenues for financial partnership. All of your gifts are tax deductible. Please make checks payable to "Mercy Road Church".

### **Other resources/contacts**

Will you partner with us by passing on the vision of Mercy Road? Many individuals have contacts in the Indianapolis area who may be interested in partnering with Mercy Road. Others may have connections with people, churches, or businesses who want to align their resources with this vision. This concise and thorough plan is an introduction to the basics of who we are and where we're going.

# PARTNER

## How do you plan to raise the outside support?

We have a giant task of raising \$325,000 (over the next 3 years) in start-up costs and individual, outside support. Any financial support is helpful in achieving this large, but viable goal. We are asking for a 3-year financial partnership. Below is a breakdown of how 140 people could (almost) meet the entire goal.

### Partnership Goal:

- 100 people at \$30/month for 3 years = \$108,000
- 25 people at \$100/month for 3 years = \$90,000
- 10 people at \$200/month for 3 years = \$72,000
- 5 people at \$300/month for 3 years = \$54,000
- 140 people contributing for 3 years for a total of \$324,000

Some contributors may consider giving a special gift up front, rather than giving monthly support. This is greatly appreciated as well. We understand God may use a passionate person or group who gives an up front gift as large as \$50,000 or more to see this vision achieved. If you do partner with Mercy Road financially, please make all checks payable to "Mercy Road Church". All financial support is 100% tax deductible.

For regular updates on the church, please follow Josh's blog at [www.OutOfAshes.tv](http://www.OutOfAshes.tv) and join the prayer list via the "Support" link at the top of the home page. The Mercy Road website ([mercyroad.cc](http://mercyroad.cc)) will also go live in 2011. More information can be seen there.



