

**CHURCH
WORKS!
BETTER
FULL**



CHURCH
GROWTH
INCUBATOR

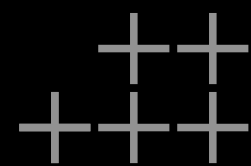


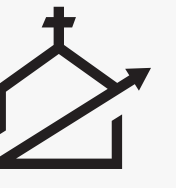
LABS



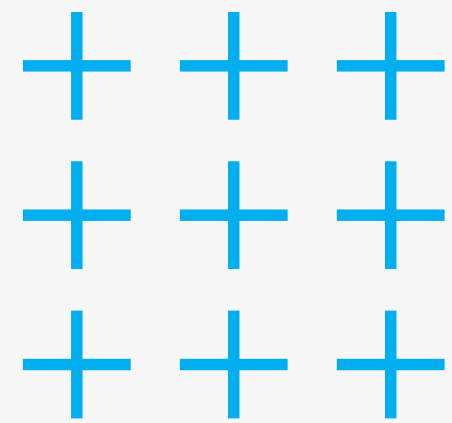
VOLUNTEER LEADER DEVELOPMENT

JANUARY 2025





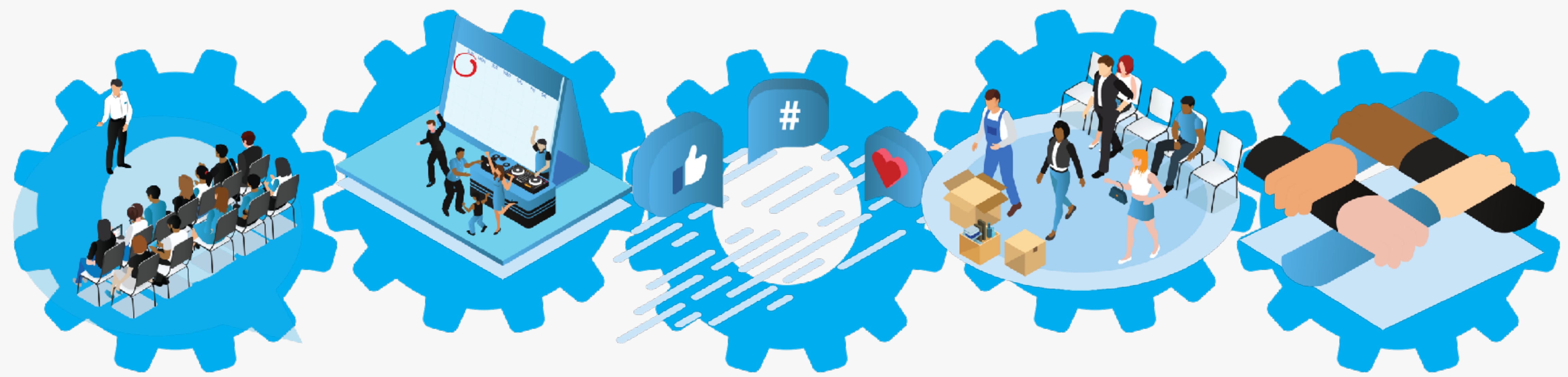
VOLUNTEER LEADER DEVELOPMENT



Today //

- What's the Big Deal with Volunteer Leader Development?
- How do fast-growing churches develop volunteer leaders?
 - Method Overview
 - 5 Insights to Apply to Your Leadership Pipeline
 - 2 Churches to Dive Deeper
- In Person Retreat // RSVP: Next Week
- Upcoming Training

5 GEARS of INVITE CULTURE



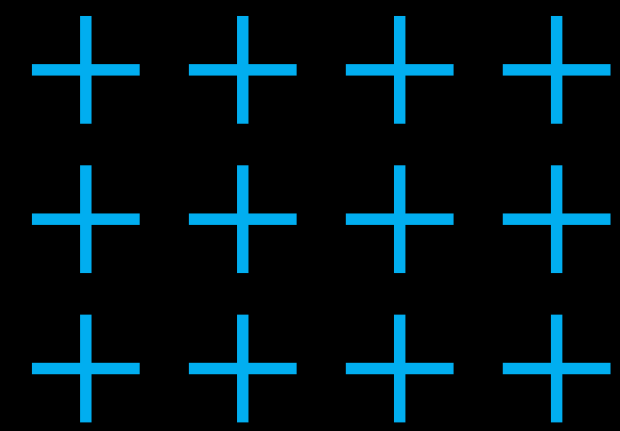
Shareable
Weekend
Teaching

Eventful Big Days

Captivating
Online
Conversations

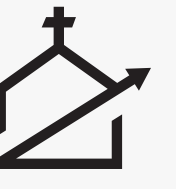
Magnetic
Community
Service

**Appealing
Volunteer
Experience**



LEADERS?





1 : 10

volunteer leader : attendee



Importance of the 1:10 Ratio

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Church Growth // Higher volunteer engagement leads to more attendance and life change.



Potholes to Avoid:

What Holds Churches Back from the 1:10 Ratio

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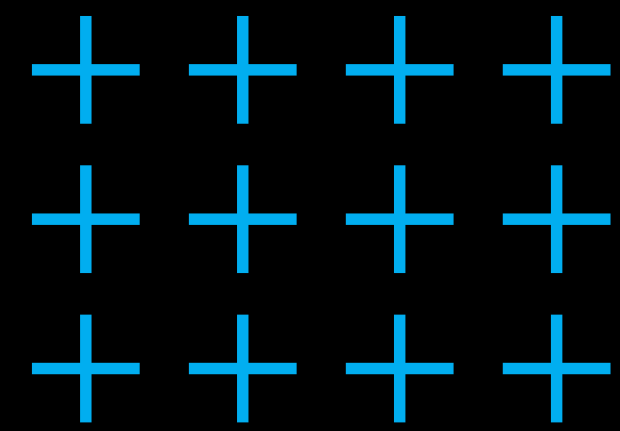
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What Holds Churches Back from the 1:10 Ratio

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Complicated Onboarding // Slow volunteer sign-up process discourage people from serving.

Inward-Focused Culture // Churches that focus only on attendees struggle to scale.



METHODOLOGY



Method Overview

- Contacted 26 of the top 100 fastest-growing churches.
- Engaged with 13 churches
- Documents: Training, Etc.
 - Docs in Portal
 - Summary of Findings
- Drew Out Trends & Observations
- Two Models for You to Focus on

Churches Studied

Arise Church, Florida

Flatirons Community Church, Colorado

Lifepoint Church, Ohio

Liquid Church, New Jersey

Mariners Church, California

Northview Church, Indiana

Peavine Church, Georgia

Rolling Hills Community Church, Tennessee

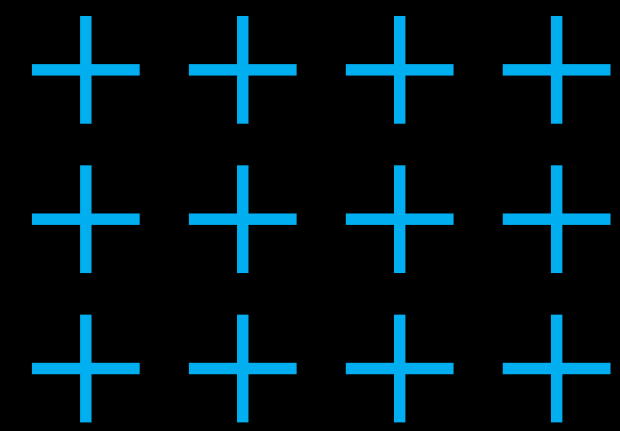
Summit Church, Florida

The Journey Church, Delaware

The Summit Church, North Carolina

Two Cities Church, North Carolina

Victory Life Church, Oklahoma



5 INSIGHTS





Values Drive It All

Making the “mission” your own.



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Northview Church // Leadership development at every level is directly tied to the church's mission statement: "Love God, Love Each Other, Love Our World."

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The Journey Church // Jethro's Leadership Model ensure that Directors mentor Assistant Directors, who train Area Coordinators to replicate values in their teams.



Define the Pathway

Leadership pipelines have clear and obvious next steps.



Define the Pathway

	Northview Church	The Summit Church	Mariners Church
Volunteer	General ministry volunteer (Kids, Guest Services, etc.)	101 - General Guest Services Volunteer	Ministry volunteer (Worship, Kids, Guest, etc.)
Team Leader	Room Lead – oversees a classroom or small group of volunteers	201 - VHQ Coaching (volunteers trained regularly)	Team Leader – manages a group of volunteers
Coach / Mentor	Team Trainer – trains and develops volunteers	301 - Guest Services Collective (opt-in leadership book study)	Coach – mentors team leaders and supports ministry
High-Capacity Leader	Team Lead – manages a full ministry team	401 - High-Capacity Volunteer Cohort (invitation-only leadership track)	Senior Coach – trains and oversees coaches
Director	Ministry Associate – unpaid leadership role managing multiple teams	Team Lead / Service Lead – oversees shifts and major events	Ministry Director – manages large ministry areas
Pastor / Staff	Paid staff overseeing ministries at the campus level	Staff & Directors – oversee ministry teams at a high level	Pastor – provides strategic leadership and vision

A hand in a dark blue suit sleeve holds a black rubber stamp with a white ink pad over a document on a desk. In the background, there is a stack of books and a blurred office setting.

Structured Application

Common to have an “application” process to follow to join leadership.



Application Process Elements

Personal & Spiritual Assessment – Candidates share their faith background and ministry experience to ensure a good fit.

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Leadership Review & Approval – A leader reviews, follows up, and places candidates into appropriate roles.



Coaching & Mentoring

New leaders often receive a mentor or coach to guide them through their first few months in leadership.



Coaching & Mentoring

Dan Reiland's Approach to Mentoring

Get a Book
Read It
Talk About It

4 "Ps" of 1on1 Conversations

People
Projects
Profits
Prayer

Make It Progressive & Tiered

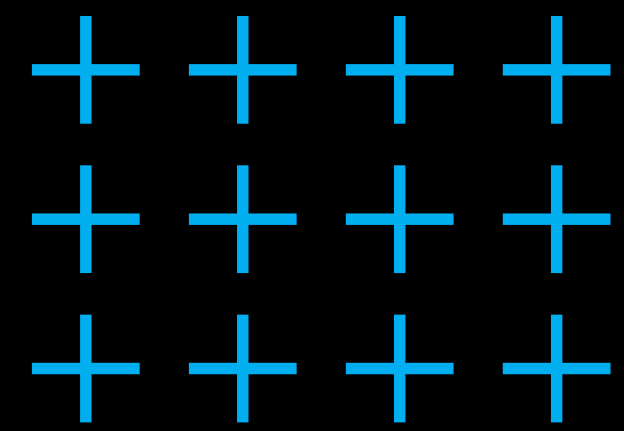
Create a leadership training pipeline with
clear stages of training.



5

Make It Progressive & Tiered

The Summit Church Guest Services Leadership Pathway	Peavine Church Step One to Leadership Pipeline	Liquid Church Campus Leadership Track
101 – General Guest Services Training	Step One: Discover Gifts & Interests	Campus Teams Workshops
201 – VHQ Coaching (Hands-on mentorship)	Step Two: Get Placed in an Entry-Level Role	Campus Teams Mentorship
301 – Guest Services Collective (Opt-in leadership training)	Step Three: Shadow a Current Leader	Leadership Training
401 – High-Capacity Volunteer Cohort (7-month deep-dive)	Step Four: Leadership Training & Placement	Short-Term Leadership Projects (Shadowing senior leaders)
Team Lead / Service Lead (Oversees teams)	Team Leadership / Ministry Oversight	Leadership Track (For pastoral development)



2 Churches





The Summit Church

NC | J.D. Greear | Size: 12,330

Highly structured step-by-step leadership development (Guest Services 101-401).

7-month High-Capacity Volunteer Cohort for deep leadership training.

Multi-tier coaching system ensures leaders grow through mentorship and experience.





Liquid Church

NJ | Tim Lucas | Size: 4,461

Leadership Pipeline with structured tracks tailored to different ministry roles.

Personal development plans integrate book study, coaching, and intentional growth.

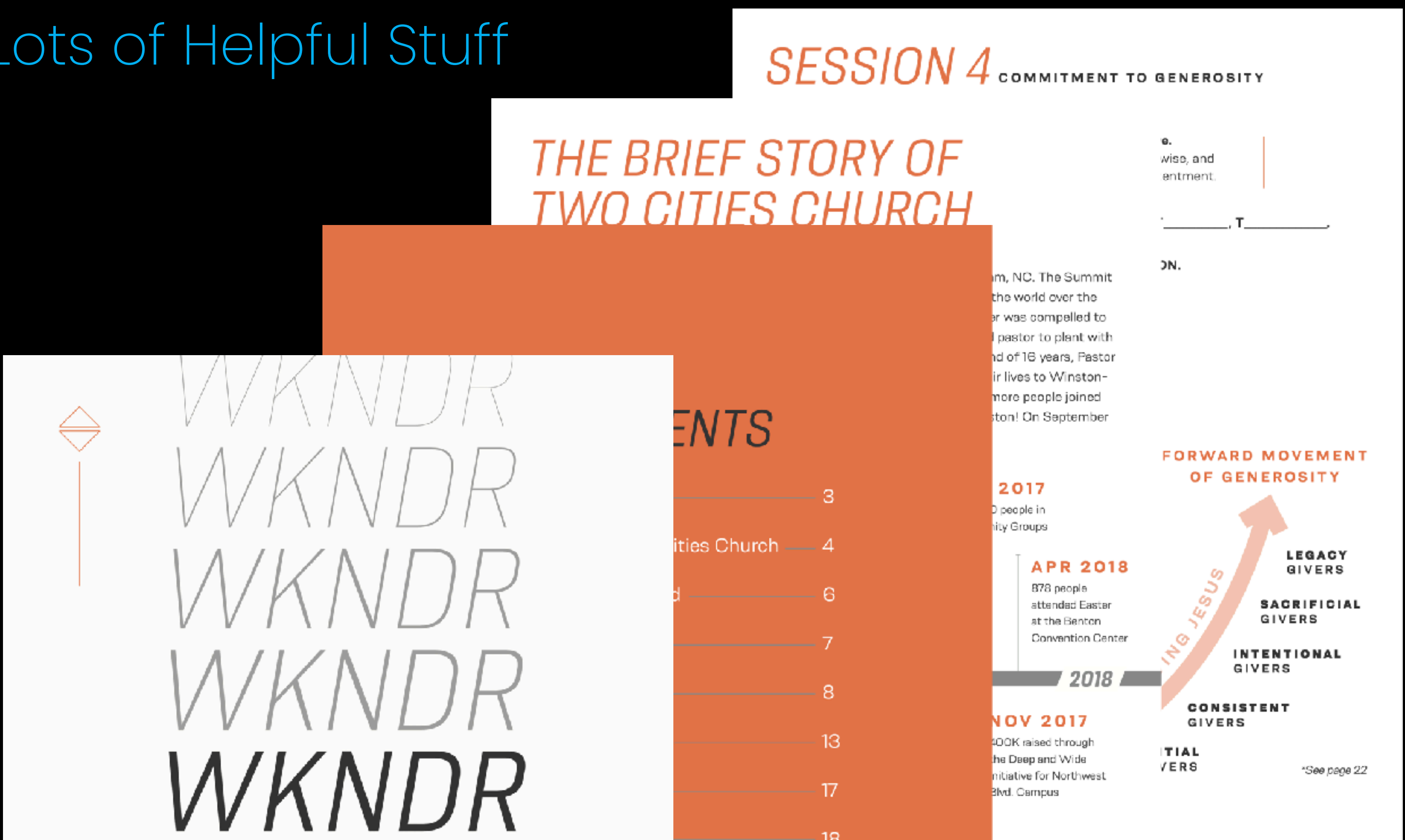
Campus-specific leadership training ensures leaders develop role-specific skills.



Two Cities Church

Honorable Mention – Lots of Helpful Stuff

Student Ministry
Community Groups
“The Weekender”



SESSION 4 COMMITMENT TO GENEROSITY

THE BRIEF STORY OF TWO CITIES CHURCH

EVENTS

3
4
6
7
8
13
17
18

FORWARD MOVEMENT OF GENEROSITY

2017
800 people in Community Groups

APR 2018
878 people attended Easter at the Benton Convention Center

NOV 2017
\$400K raised through the Deep and Wide initiative for Northwest Blvd. Campus

LEGACY GIVERS
SACRIFICIAL GIVERS
INTENTIONAL GIVERS
CONSISTENT GIVERS
INITIAL GIVERS

ING JESUS

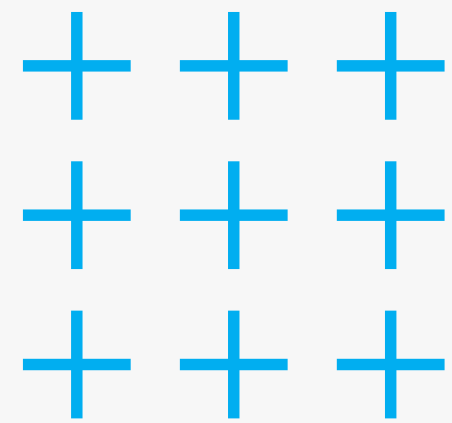
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**THOUGHTS?
QUESTIONS?
COMMENTS?**



Upcoming Training



FAST ACTION Q&A

February 12th, March 5th (1 Hour)



INTENSIVE

March 26th – Magnetic Community Service (2 Hour)




LABS

April 30th

IN PERSON RETREAT

February 25th / 26th





PANTANO CHRISTIAN

February 25 & 26th, 2025

2 CAMPUSES / TUCSON, AZ

Keeps Climbing the List: 2022 - #55 / 2023 - #18 / 2024 - #10



DONE-FOR-YOU SOCIAL MEDIA CAMPAIGN

Top End of The Funnel

Focus: Shareable Weekend Teaching

List Building





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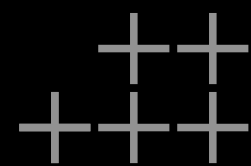


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Rich Birch
ALWAYS KEEPING QUALITY WORKERS

