

Five Reasons for Launching in a Portable Site First:

1.

Low Cost/High Reward:

The Expense to launch in a rented facility is exponentially affordable over any other way to land in a new community. New build, and commercial buildouts, take years to fund, design, and build. Leveraging portability requires less capital \$\$ (NO DEBT), less operating \$\$, less risk, high flexibility, high leverage opportunity to NEXT.

2.

Incubator Dividends:

A church can launch a TITHE OF PEOPLE (10% of congregation or 150 ppl) back into their own community, building attendance, impact, and giving base for whatever is NEXT (facility).

3.

Some People On Mission Can Become Great Leaders:

Going portable provides amazing opportunities to develop and build leadership pipelines. Portability puts normal attenders "ON MISSION" in their own community. Volunteering exposes leadership. There is nothing stronger than to discover, develop and unleash a great leader to impact their own community.

4.

Highly Affordable Learning Season:

Church decision-makers have an opportunity to learn what you don't know about the new targeted community before investing significant resources in facilities. Many churches have built the wrong facility in the wrong place before learning about the new community.

5.

Learn Your Growth Model As You Go:

Not all multisite models fit all churches. Initial campus launches using portable venues allows for affordable discovery about a model that fits your vision best. Adjustments to strategies are easier to implement prior to heavy investments being made. Once a church has committed (resources) to the wrong facility, the tail begins to wag the dog – opportunities are then defined by the facility that has been created.