

THE CHAPTER TWO CAMPAIGN

After initially being founded by Pastor Chuck Holliday in 1994, River of Life Church has been operating in the Dr. Phillips neighborhood for more than 13 years. During that time, the church has grown to a regular Sunday attendance of almost 300 people, and operates on an annual budget of just more than \$600,000. By many standards, River of Life Church would be considered very successful.

Through the years, River of Life has become known as a church where grace, authentic relationships, experiential worship and gospel based teaching are always held up as our ideals. Many newcomers have felt a quick sense of welcome, peace and organization at ROL. As newcomers have become regulars, and then members, a deeper understanding of grace usually accompanies tenure for our congregation.

About three years ago, the elected leaders of ROL began to sense that perhaps our concept of grace had lulled our body into complacency. The leaders met many times over the past few years to wrestle with mission statements and long term vision for the church. It was a difficult struggle, and although many ideas were sifted, no singular vision crystallized. In late 2007, the leaders tried again – this time appointing a small task force of formal and informal leaders from the congregation to collaborate and find consensus around a mission statement and a set of core values.

The task force was successful in this challenge. In early 2008, the task force presented a mission statement of Exalt Christ, Love People and Serve for God's Glory, overarching our five key core values: an orientation of grace in all matters, authentic relationships among our body, experiential worship when we gather together, gospel based teaching from our leaders and lay leadership (the concept that all members of the congregation have ministry roles). The Session approved the mission statement and the core values unanimously, and they were presented to the congregation at the annual "vision" banquet in March 2008.

The Session then charged the task force with crafting a strategic plan that flowed directly from the mission statement: if this is our mission, how should we be organized? How do we make the mission statement real for every member of our congregation? The task force worked for four more months on a plan that was submitted to the Session in April, and again, unanimously approved. May 18, 2008 was the launch date for the plan, which has been named the *Chapter Two Campaign*. This name was chosen because, although the first chapter has been very positive, the second chapter in the River of Life journal promises to be even more exciting.

COMMONLY ASKED QUESTIONS ABOUT THE CHAPTER TWO CAMPAIGN

What is the Chapter Two Campaign?

The campaign is the name given to the process, intended to last from now through the end of 2008, to re-orient our existing staff and elected leaders into modified job descriptions primarily by the addition of a new position – an Executive Director. This process requires raising funds, rather quickly, to ensure that we can support this new position. Once we have the funds assembled, we have to identify and employ this new person. The goal is to raise the money, install the new person and re-orient the existing staff by the end of the year.

How much money has to be raised?

A team of leaders studied our past budgets, the revenue and expense expectations for the coming year and the costs of employing this new person over a long period and determined that \$200,000 needs to be raised to implement this program. This money can be pledged over a short period of time, but must come in before the Chapter Two Campaign can be consummated.

\$200,000! What is all this money being used for?

The amount of money to be raised is the aggregate cost of compensating the new person over an 18-month period (the recommended 'stockpile'), plus benefits, plus additional expenses (like travel, gas and cell phone), plus the cost of extra office space, plus increasing the cash in our reserves to equal two months of expenses. We could use our usual process of 'hire first, worry about the money later,' but the leaders feel this role is so critical to Chapter Two that they want to feel comfortable making this major commitment.

How much is this new Executive Director going to be paid?

We don't know for sure but we are preparing ourselves for a salary component of more than \$75,000. We expect a lot out of this role, and we have developed a comprehensive set of qualifications for our "hiring team" to use in scrutinizing candidates. We feel that the person that God sends us for this role will likely to be able to command compensation in this range.

What about this concept of re-orienting the staff? What does that mean?

Since its inception, ROL has been essentially administered by ministry-oriented people. Our staff is not mismanaged, just under managed. This has constantly pulled Chuck, Russell, the Elders and Deacons into hands-on management roles for which they are not really suited. As a part of designing the new Executive Director role, the task force completely redesigned the job descriptions of the Pastor, Ministry Director, the Elders and the Deacons. The result is that ROL will be professionally administered by a senior leader, freeing the other leaders to focus on our mission of serving for God's glory and strengthening our congregation of lay leaders.

What does all this mean to me?

In the new chapter, we hold onto all of the values that have become part of our DNA but we move purposefully toward serving and ministry. Our existing leaders can turn their attention completely toward fulfilling our mission statement. It means this is the time for you to dream – how do you want to serve for God's glory? What is your dream for ministry at ROL? Now, when the Spirit moves you, ROL will be more capable of hearing you, helping you and building around you. It's going to be exciting!