DEVELOPING A SITE PROFILE

A "Site Profile" is a simple one to two page document that summarizes the church planting need or opportunity. It serves several purposes:

- It enables those looking to plant the church to do their homework in studying the target community, have a better idea of who they are looking for, and being better prepared to interact with candidates.
- It provides candidates the basic information they need for evaluating the opportunity and whether it might be a good fit for them and whether God might be calling them to it.
- It may be posted on MNA's "Hotspots" webpage making the opportunity more accessible to potential candidates.

A site profile is a mixture of basic information and exciting vision for a church plant in a given community. A good profile will include the following:

1. A brief statement of the desire and vision for planting a church in this community.

2. A brief description of the target community.
Introduce your target community. Give basic demographic information including geography, population, culture, and spiritual condition. This can include information about population projections, income and age statistics, primary religious influences and other churches in the area, nearby learning institutions, etc. Is there anything that sets this community apart or is distinctive about it? Pictures are always helpful in personalizing the community.

3. A brief project description.
What do you see God accomplishing through this new church? Who is initiating and will be overseeing this work? Is this a "scratch start" or are there contacts or even a core group present? Who makes up the core group and why do they want a new church? Will this work have any special relationship to other churches (such as a mother church or network)? What kind of timeline is being considered? What resources are available? Where will the funding come from? Is there a budget and salary package in place?

4. Who are you looking for?
Who would be a good fit in this community/opportunity? What qualities or characteristics are you looking for in a church planter in this target community? What expectations are there of the planter (in terms of his relationship to a mother church or network, of the existing core group, of what the new church will look like, etc.)?

5. Contact person and information.