



Planning a “HII-BHAG”

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Big Day or “HII-BHAG”

- It’s God’s vision for your church: The Gospel Imperative & Re-Dream your Call!
- Means of breaking “Growth Barriers”.
- Making a difference in our Community and in Lives of People we care about!

What’s Possible?

- Biggest “HII-BHAGs”: Christmas, Palm Sunday & Easter.
- Do you take advantage of principles operative in these 3 Big “HII-BHAGs” on other occasions?

HII-BHAG

- All out push for single Sunday for breaking growth barrier and growing church: HII
- God’s idea: Creation; Pentecost
- What can God do in our church in one day? God’s Plan!!!
- Pentecost: 3000 added – Still possible?
- Possible to do 50; 100; 200??? Larger the parish, harder to get large #'s.
- Could see **20% to 30%** HII-BHAG growth compared to average AWA.
- Expect shrinkage next Sunday but should still be ahead of normal
- **KEY:** Plan for follow-up ministries that are consistent with your Vision!
- Follow-Up Addresses 2 KEY questions,
 “Why should they come back?”
 “What happens to them in their pilgrimage the next month, next 6 months, etc.?”

Growth Barriers

- **Ourselves:** We are our biggest Barriers! Our inability to vision and structure to accommodate growth is our greatest barrier. We put energy and resources into what we care about.
- Inadequate Staffing
- Physical Appearance
- Average Worship: music & preaching
- Space
- Leadership Team Challenges: unhealthy leaders, burned out leaders, wrong leaders driving the bus, wrong team members on the bus.
- Growth Barriers: 65; 125; 500; 750; 1000; 2500

- What if the church has Stalled or Flat growth? Look to “HII-BHAG” as one significant way to overcome stalled/flat growth.
- **KEY:** Unless you do something catalytic, you will most likely idle in one spot!

“Is a church guaranteed to grow once it has learned to operate with an organizational leadership infrastructure appropriate for its size? Not necessarily, but this much is clear: The congregation that doesn’t adapt its structure and leadership approach to reflect the size congregation it wants to become has no hope of sustainable growth. And the congregation that has not been appropriately structured to manage its complexity will eventually stagnate or decline.” Susan Beaumont, **“Beyond ‘Corporate’: New Insights on Larger Churches”**, p. 8.

- Church can launch with “HII-BHAG” and continue process of overcoming Growth Barriers through other vehicles, especially, the Re-Visioning/Re-Dreaming of God’s call for your parish.

Why do a HII-BHAG?

- Ultimate act of Selflessness. Caring enough about others in the community to reach them with the Gospel of Christ
- Causes complacent people to leave. Will upset some in church as there are some who want parish to remain the same, that is, complacency. Some have to leave for church to grow.
- Mobilizes volunteers. The Best Leaders need a reason for giving forth more energy. They want to make a difference.
- Builds Momentum in church!
- People attracted to the energy and enthusiasm of a Major Event.
- Visibility in community
- Builds Buzz.
- Brings in new ideas/vision/enthusiasm to church
- Shakes up “status-quo” of church
- Helps to mature our own people as they get out of their comfort zones.

Finances of “HII-BHAG”

- Never a limiting factor.
- Churches who invest resources into people always get more than enough back
- Those who say don’t have enough money to put into “HII-BHAG”. Can’t afford not to! It is an investment into primacy of Gospel which never goes without bearing fruit.

Steps to a Successful “HII-BHAG”

Step One: Pray, Pray, Pray

- Pray as Leaders
- Dream
- Listen to God
- Determine “Why”

Step Two: Date, Theme & Follow-Up

- Pick a theme and day or days for the event.
- Usually takes 3 months to develop an effective “HII-BHAG”
- Stay away from major church Holidays but take advantage of secular holidays – i.e Valentine’s Day.
- Give yourself plenty of lead time for PR.
- Important of “weekend before” the “HII-BHAG”.
- Follow-Up is KEY. Why should they return?
- The day or days depends on your community and school calendars.
- Typically, there are two times during the year that are better than others:
 - Fall: Mid- September to mid-October.
 - Winter: Mid- February. (Valentine’s Day)

Step Three: Leadership Team & Establish a Process for Change

- KEY: Develop a “HII-BHAG” leadership team who will work on the details of the “HII-BHAG”.
- The purpose of the Leadership Team is to begin the process of changing the culture of the parish from inward looking to outward invitational. This process will help to focus the ministries of the parish.

Step Four: Developing the “HII-BHAG”

- 3 months prior to “HII-BHAG”, develop a calendar sufficient to produce a quality event involving as many as many people as possible from within the church and inviting as many as possible from the community.
- **4 P’s: Prayer; Promotion; Invitation or Personal Evangelism; Preservation.**
- **Prayer & Fasting:** 6 - 10 weeks before “HII-BHAG”. Sensitize people to God’s presence and call & beginning prayer list for those going to invite.
- **Promotion:** Think Bigger than done before. It Costs! Get printers, PR & advertising folks in church.
- **Invitation or Personal Evangelism:** Example: Servant Evangelism – bottles of water on hot day or granola bars with “HII-BHAG” on bars, etc.
- Use Invite Cards, Prayer Cards, and Door Hangers – people come to “HII-BHAG” because friend invites them!
- **Preservation:** How going to preserve “HII-BHAG” through seating, parking, greeting, hospitality, etc. Making a place for the people God is sending to you.
- Are we ready to handle # that will come?

- KEY: Hospitality: Capture names, prepare enough seats, hospitality, etc.
- Remember: God is always in dialogue with “everyone”...no exceptions. Our task in a “HII-BHAG” is to enthusiastically give them an avenue to deepen that relationship.

Step Five: Goal Setting for “HII-BHAG”

- Pray about God’s dream/goal for the “**HII-BHAG**”.
- Goals bring participation
- A Target Goal sets a vision for what church is becoming. If this is what God wants for our church, then work backward to determine what need to do in order to adequately minister to church size.
- If 75 AWA, then what have to change in order to minister to 125 AWA or 150 AWA?
- Key is Prayer & Prayer Cards
- PR is critically important: weeks before and leading up to enthusiasm for week before BD.
- Everyone brings 3-10 people including staff and clergy. Write down names going to invite.

Step Six: The Actual “HII-BHAG”

- Prepare everything in advance: Sermon, Electronics, PowerPoint, Greeters, Program, Key Volunteers, etc.
- If anything will go wrong, it will on the “**HII-BHAG**”.
- **Be Prepared for Spiritual Warfare.**
- **Attitude: Be Gracious.**

Step Seven: Follow-Up on “HII-BHAG”

- KEY: The difference between an average sales person and a really good sales person is “Follow-Up.”
- What have you designed over the next 6 to 8 weeks that would cause them to return?
- Did you get information: name, address, e-mail, phone #, etc?
- Write hand written thank you, e-mail, phone calls,
- Schedule an evaluation day with key volunteers.
- What would we do different? When is the next “HII-BHAG” event? Why? What? What changes do we need to make to environment: seating, hospitality, parking, etc?
- Get stories from our guests.
- **Celebrate** what God has done for church. Share stories of what happened during “HII-BHAG” and how it is enabling church to break growth barriers and reach full potential God has in store for your church.