



Bellevue, WA  
Launch Plan  
2011

[www.RainCityChurch.com](http://www.RainCityChurch.com)

# WHY WE'RE DOING THIS:

My wife, Marisa and I have spent the last 6 years doing ministry at Overlake Christian Church in Redmond, WA (on the east side of Seattle). Feeling quite comfortable and content with the ministry that we were doing there, God unexpectedly began to stir our hearts toward planting a new church. After much prayer, fasting and processing, we said yes to God's call.

After spending the last 6 years of our life in the greater Seattle area, my wife and I have so many relationships with friends and family who are far from God and/or not actively a part of a local church. They may have been to church as a young child or have family members who still attend, but far too many of them spend their Sunday mornings NOT going to church. They're living without knowing God's love and without a church that is intentionally targeting them where they are. This is exactly where my three younger brothers are in life and it breaks my heart. When God began stirring Marisa and me to go and start a new church, there was no question in my mind of the kind of people He wanted us to reach: my brothers! So after God called Marisa and me to start a new church, I prayed and told Him that I didn't want to just start a church for people LIKE my brothers, I wanted to start a church FOR my brothers. So I got on the phone and called all 3 of my brothers who were born and raised in California and have deep roots there. I called each of them and told them what God was calling Marisa and me to and asked if they would come up and help us start this new church in Bellevue. Much to my surprise, each of them said "Well, you couldn't have called at a better time," and then would tell me about how they've been thinking about the Seattle area a lot lately for different reasons.

At this point, all of my brothers are making arrangements to move their families to the Seattle area to help us start this church for people just like them!

We have been very fortunate to be a part of a local church that believes in the mission and vision that God has given Marisa and me and that has blessed our decision to step out in faith and launch a church in the city of Bellevue. Our goal is to continue to carry out the mission of the universal church by leading people into a growing relationship with Jesus Christ and creating a church specifically designed for the not-yet convinced.

Please consider partnering with us in this journey!

Jesse Butterworth

Jesse@RainCityChurch.com

# WHO WE ARE:



## Jesse & Marisa Butterworth

Marisa and I celebrated our 10 year wedding anniversary this last August. We have 2 sons, Liam (6) and Finn (3) and are currently in the process of adopting a baby girl from Ethiopia.

We both graduated from Azusa Pacific University in 2000 with B.A.'s in Communication. After graduation, my band "Daily Planet" ([www.myspace.com/dailyplanet](http://www.myspace.com/dailyplanet)) was signed to a major label recording contract, so Marisa and I and the band moved to Nashville, TN, we toured the country (and the world) for several years.

In the fall of 2006 we accepted the opportunity to launch a new ministry at Overlake Christian Church ([www.OCC.org](http://www.OCC.org)) called "Illuminate". We saw God grow this ministry from 40 people to 1,500 people in just under 2 years. Eventually, Illuminate and the main services merged into one, and I was promoted to Worship Pastor of the whole church. As a part of the leadership team, we successfully transitioned the church from years of decline to the viable, growing and healthy community that it is now.

During our tenure at OCC, Marisa started a non-profit called Eastside Women of Purpose that helps to raise awareness and funds to fight Human Trafficking. Under her leadership they have raised over \$150,000 and have prevented thousands of women and children from being trafficked.

After Marisa and I heard God's call on our to start a new church, we were both excited and heart broken. Heart broken because we have loved our time at Overlake, made wonderful friends, and have poured our lives in to God's work through OCC, and excited because of God's clear call on our lives and the opportunity to present God's love to those who don't yet accept it.

We now head in to the city of Bellevue with great expectations to start a church specifically designed for the not-yet-convinced.

# STYLE & STRATEGY:

Our goal is to effectively launch Rain City Church in Bellevue, WA on Sept 11th, 2011. We are aiming to have 300 people in average weekly attendance during the month of October. To achieve this, we've adopted some principles from a well-known church planting model that has worked in a myriad of environments: The Purpose-Driven Model, by Rick Warren.

Here are some core principles of the model that we'll implement:

We will use buildings as tools for accomplishing ministry, not as signs that we have achieved a level of success. In other words, we are interested in the HARVEST not in the BARN.

We will have loud and energetic music, "come as you are" atmosphere and a fun, modern and active environment for kids. We want to create an atmosphere where the not-yet-convinced feel comfortable and welcome.

We will focus on church health, not church growth because the result of health is both numerical and spiritual.

We will be a volunteer-driven church and mobilize members for ministry. We want to be a church providing tools, not rules.

We will focus on crowd-to-core growth, meaning that we will work hard to draw a crowd and then provide a clear path to spiritual maturity.

# VALUES:

## It's ALL About Jesus

We are all about Jesus, all because of Jesus, and all for Jesus. It's NOT about us. It's about what Jesus did and does FOR us.

## Come As You Are

Because we seek to love people, we bring them along JUST AS THEY ARE. We will do anything short of sin to reach people who don't know Christ and invite them into a safe community. To reach people no one is reaching, we'll have to do things no one is doing.

## Equipping for Spiritual Growth

We are equipping self-feeding, Bible knowing, critical thinking, selfless, culturally relevant Christians who are spiritual contributors, not spiritual consumers. We want to develop worshippers of Jesus, NOT worshippers of the church.

## Developing Leaders

Through helping people understand the way that God has uniquely gifted them, we prepare leaders to go into their community and around the world to develop other leaders. We will be a volunteer-driven church and mobilize members for ministry.

## Doing Life Together

God calls us to do life together; we pursue healthy relationships for the purpose of inviting others into a safe community, growing together in our faith, and serving together.

## Generous Stewardship

Knowing that EVERYTHING we have belongs to God, we respond faithfully by generously giving back our money, abilities and time. We will lead the way with unexpected, joyful, and bold generosity. We truly believe it is more blessed to give than to receive.

# LOCATION (Bellevue, WA):

Bellevue is a rapidly growing city in the [Eastside](#) region of [King County, Washington, United States](#), across [Lake Washington](#) from [Seattle](#). Long known as a [suburb](#) or [satellite city](#) of Seattle,<sup>[6]</sup> it is now categorized as an [edge city](#) or a [boomburb](#).<sup>[7]</sup> The population was 122,363 at the [2010 census](#), up 15.6% since 2000.

Downtown Bellevue is undergoing rapid change. It is currently the second largest city center in Washington state with over 35,000 employees and 5,000 residents.

In 2008, Bellevue was named #1 in CNNMoney's list of the best places to live and launch a business.<sup>[10]</sup> More recently, Bellevue was ranked by CNNMoney as the 4th best place to live in America.<sup>[11]</sup>

With easy access from both the 405 freeway and Interstate 90, Bellevue is a convenient commute to the greater East Side of Seattle.

We are currently looking at several different meeting places in the south end of Bellevue and attempting to secure a location with these 3 key elements:

1. A meeting space that can hold 200+ adults, and additional space for kids ministry.
2. Ample and accessible parking for 200 adults.
3. A strategic location right off of I-90 and 405

Location will be secured on or before May 1st, 2011.

# PEOPLE:

Seattle is consistently ranked as the most literate cities among America's largest cities. Additionally, survey data from the US Census Bureau indicate that Seattle has a higher percentage of college graduates than any other major American city, with approximately 53.8% of residents aged 25 and older holding a bachelor degree or higher.

Bellevue is a multicultural city, with almost 25 percent of it's residents being born outside of the United States. Nearly 50 different languages are now spoken by children in Bellevue public schools.

- Population of Bellevue is estimated to be 122,000.
- The median age is 36.9.
- Average household income is \$81,184

# TARGET AUDIENCE:

We are targeting an unchurched 25 to 35 year old who has had some run-ins with religious people in his/her life, but doesn't really know God. They may have had basic education on a wide variety of religions during their time at college. This person is around 30, has a degree, a steady job, and most likely is married with young children.

# TIMELINE:

## November 2010

Establish Rain City Church as a non-profit organization  
Launch website (phase 1 - basics).  
Start Facebook Fan Page and Twitter feed.  
Distribute business plan and raise funds.  
Recruit launch team.

## January 2011

Continue recruiting launch team.  
Vision meeting with launch team.

## February-March 2011:

Visit other area churches to see what they're doing right.  
Vision meeting with launch team.

## April 2011:

Continue to raise funds  
Start weekly meetings with launch team

## May 2011:

Identify a point-person for each area of ministry (preschool, elementary, greeters, band, etc)  
Purchase necessary equipment to launch church  
Continue recruiting "launch team"  
Continue raising funds  
Launch website (phase 2 – full site)

## June 2011:

Preview service #1 (Collect contact information from every attendee)  
-Send email surveys within 24 hours of preview service  
-Send handwritten letters within 72 hours of preview service (include invite to comeback event)

## July 2011:

Preview service #2 (Collect contact information from every attendee)  
-Send email surveys within 24 hours of preview service  
-Send handwritten letters within 72 hours of preview service (include invite to comeback event)

### August 2011:

Preview Service #3 (collect contact information from every attendee)

-Send email surveys within 24 hours of preview service

-Send handwritten letters within 72 hours of preview service (include invite to comeback event)

### September 2011:

9/11 – Weekly services begin (Soft Open)

Send out Mailer #1 advertising grand opening & first series beginning in October

### October 2011:

GRAND OPENING (LAUNCH) OF RAIN CITY CHURCH

### January 2012:

Send out Mailer #2 advertising the new series beginning in mid Jan.

### April 2012:

Send out Mailer #3 advertising Easter services.

# START UP BUDGET:

## Operations

-Church Insurance Policy	\$2,000
-Facility Rental	\$50,000
-Outreach related events	\$5,000
-Health Insurance	\$12,000
-Leadership Development (Travel, Books, Launch Meetings, Etc)	\$2,000
-3 Mailers w/ Postage + Misc. Advertising in Year One	\$35,000
-Internet & Computer Maintenance	\$1,500
-Web Design, Development, & Hosting	\$1,000

## Start Up Costs

-Children's Ministry Start-Up Costs (Curriculum, A/V, Toys, Etc)	\$35,000
-Equipment Start-Up Costs (A/V Supplies, Lighting, Screen, Etc)	\$50,000
-Signage	\$2,000
-Computers, software, printer, scanner, camera, camcorder	\$4,000
-Trailer	\$8,000

Total Budget for First Year Strategy: \$207,500

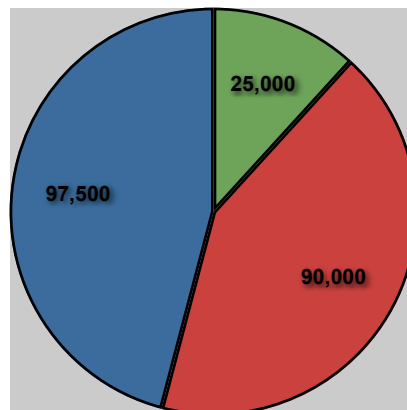
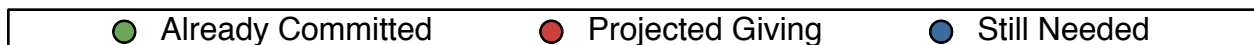
Already Committed: \$25,000

Overlake Christian Church: \$20,000

Jesse & Marisa: \$5,000

\*\*Projected Giving from Rain City Church: \$90,000

**Still Needed (by 5/31/2010): \$92,500**



# PARTNERING TOGETHER:

Please consider helping us launch Rain City Church. We already have one church and over thirty individuals who are supporting us financially.

I appreciate the time you've given to look through our launch plan. It's exciting to be a part of what God is going to do!

- Jesse

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Name of Individual(s) or Church: \_\_\_\_\_

One time gift of: \_\_\_\_\_

Monthly partner (for 12, 24, 36 months): \_\_\_\_\_

All support is appreciated. All gifts are tax-deductible.

Please mail your commitment to:

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13613 121st Ave NE  
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give online at:  
[www.RainCityChurch.com](http://www.RainCityChurch.com)

