

# **The Brookhaven Church Project**

**A Ministry Plan for the creation of a new local church in Southeast Brookhaven**

**The Brookhaven Church Project**  
*Table of Contents*

<b>Overview: Brookhaven and its people</b>	<b>p.3</b>
<b>Target Group</b>	<b>p.4</b>
<b>The Centrality of the Gospel</b>	<b>p.4</b>
<b>The Need for a Church</b>	<b>p.5</b>
<b>Church Distinctives</b>	<b>p.5</b>
<b>The Planters</b>	<b>p.5</b>
<b>Purpose</b>	<b>p.6</b>
<b>Vision</b>	<b>p.6</b>
<b>Core Values</b>	<b>p.6</b>
<b>Ministry Model</b>	<b>p.8</b>
<b>10-Year Vision</b>	<b>p.12</b>
<b>Timeline</b>	<b>p.14</b>
<b>Future Staffing</b>	<b>p.15</b>

## **The Brookhaven Church Project:** **A Ministry Plan for the creation of a new local church in Southeast Brookhaven**

### ***Brookhaven and its people***

*Brookhaven is an unincorporated community within the city limits of Atlanta, GA. In recent years it has become a hub of new business development, increased gentrification, and growing interest among young singles and families. The Southeast area of Brookhaven in particular has grown by over 57% since 1990 at a time when the national population grew by 23%. Over the next five years population growth is expected to outpace the national average by nearly 50%.*

*Most of the new growth in this area comes from young, career-minded singles and families (sometimes referred to as “Educated New Starters”), who currently comprise nearly 1/3 of the population. The education level of Brookhaven is very high, with nearly 50% of the population being college educated, compared with a national average that is half that number. The average household income is approximately \$97,000 per year.*

*Southeast Brookhaven has an urban/suburban, or urban outskirts feel. It is a desirable place to live for young people who have urban sensibilities combined with more traditional values. Brookhaven boasts single-family homes that are situated very close to Buckhead (a population-dense commercial center) and readily accessible to midtown and downtown Atlanta.*

*While gentrification pushes from the west into SE Brookhaven, a large Hispanic population pushes in from the east. This population is zoned to Cross Keys High School, the most diverse public high school in Atlanta and one of the most academically and sociologically challenged. Education in general in this area is known to be sub-par.*

*Almost all of the churches in SE Brookhaven are older, dwindling in numbers, theologically liberal, or some combination of the three. Moreover, because of the influx of young educated professionals, there are more non-Christians than ever living in the area. Of the 40,000 people living in SE Brookhaven, 40% are unchurched according to demographic research from Percept Group. By some estimates, 50,000 non-Christians live within a 5 mile radius of the center of Brookhaven, a number which continues to grow.*

*Our desire is to plant a church in this area order to see the gospel of Jesus penetrate the dark areas of sin and brokenness and bring redemption in every aspect of life to Brookhaven. By God’s grace, that church will be guided by the following ministry plan.*

## **Target Group**

::Professionals                   ::busy  
::well educated                ::skeptical about religion  
::concerned about social justice issues but doing little about them  
::key idols: **money::family::success::approval::comfort::power**  
::searching for community but unsure how to integrate it into busy lives  
  or where to find it

## **The Centrality of the Gospel**

Because we have been visited with such grace and kindness by God through Jesus Christ, we feel compelled to honor Him by answering his call to enlarge and enrich his Kingdom through the creation of a local church. Also, as those who understand the despair and anxiety of living apart from the One who loves us, we feel compelled by love to share the riches and joy we have been given with those who currently experience that same despair and anxiety—those who, as we were, are dead in sin. Finally, as those who now understand the redemption that is ours as forgiven sinners, we feel compelled to honor Christ through ministering to those in society who are neglected, abused, and inhabit the consequences of living in a fallen and sinful world. We know the truth of the gospel, that “While we were still sinners, Christ died for us.” Thus, the gospel is the motivation and the means behind the endeavour before us.

At first glance, Brookhaven is a burgeoning community that is increasingly successful in the world’s eyes. However, under the glitz of new development and upward mobility, sin is knocking at the door and desires to possess this community. If left unchecked by the love of Christ, the current trajectory of this community will result in material prosperity without deeper fulfillment, insular gentrification leading to exploitative expulsion of minorities and the less-fortunate, worldly success at the expense of the family unit, comfort that is blind to the plight of neighbor, and most importantly, separation from God and the consequent lack of fulfillment, joy, and peace, due to self-idolatry. By God’s grace, if we are able to bring the entirety of the gospel, God’s work of redemption and consummation, to our community, people will experience first salvation for their souls as they find the One who is the lover of their soul, and second the resultant flourishing that happens as those who have been redeemed engage a lost world in myriad ways.

For that to happen, our church must resist falling prey to the false gods of money, success, approval, comfort, and power. We must resist Mammon through generosity, redefine success in new terms of fulfilling God’s desire for us, finding our approval in Christ alone rather than the world’s or boss’s approval, fight for the health of the family unit through a greater spiritual understanding of the family of God and through lay and professional counsel, and do all this in the context of the community of saints. It is imperative that we become a church that

does not merely mimic the surrounding culture but a church that engages the surrounding culture and calls it to repentance and faith.

### **The Need for a Church**

*Atlanta has no shortage of churches; it has the largest number of megachurches per capita in the world. This fact notwithstanding, Atlanta also possesses the highest number of adult entertainment venues per capita of any large city in the nation, one of nation's highest rates of child homelessness, and has a very high rate of child sex trafficking. Sin and brokenness are oppressive in Atlanta. Therefore, we believe it is a place in need of the light of the gospel of Christ.*

*The effect of sin takes a toll on families and communities, a fact that is as true in Brookhaven as anywhere. Sin leads to broken families, disenchanted children, worship of money and success, violence in public schools, ignorance, and the segregation and disintegration of society. Our desire is to see the light of the gospel reach non-Christians in Brookhaven to bring them into a relationship with Christ and challenge Christians to grow in maturity.*

*For more information on the method of church planting to effect the furthering of the gospel, please see "Why Plant Churches?" by Tim Keller.*

### **Church Distinctives**

*Our values paint a picture of a church distinct from the existing churches in the Brookhaven area. Additional theological and cultural distinctives set us apart (in culture, not superiority): We follow in the Reformed tradition in our theology, and adhere to the Westminster Standards of Faith as our doctrinal standards. We are orthodox in belief (not denomination), subscribing to the historic definition of Christian faith. In culture we are traditional and progressive; young; and engaged, meaning that we seek to go to people rather than have them come to us.*

*These distinctions of theology, culture, and values lead us to believe that we are called to plant a new church that is different from the current existing ones.*

### **The Planters**

*Zach and Robin Bradley met at Wake Forest University, where he studied Philosophy and Economics and she studied English and Religion. He holds a Masters Degree in Divinity from Gordon-Conwell Theological Seminary in Boston, and she holds a Master's Degree in Marriage and Family Therapy from Richmond Graduate University in Chattanooga. Zach is the interim Pastor of Young Adults at Perimeter Church and has been an Assistant Pastor and Church Planter in Residence there since September 2010. Prior to that he worked in*

*Student Ministry and as an Assistant Pastor at Evergreen Presbyterian Church in Tennessee. Robin is currently a Licensed Associate Professional Counselor practicing at Jordan Stones Counseling Center in Norcross, GA. They have one daughter, Madeleine, who was born in May 2011.*

*Zach and Robin have been encouraged by the confirmation of God through pastors, friends, family, and coworkers, that Brookhaven is the place God is calling them, and is a very good fit for them. Additionally, around 25 people have expressed interest in helping plant this church. Official gathering of a core group will begin after fundraising for the project is complete.*

### **Brookhaven Church Purpose**

*To glorify God and enjoy Him forever through the local church.*

### **Brookhaven Church Vision**

*To see God create an expression of the historic Christian faith that flourishes in the redemption, generosity, and relational mission of Christ.*

### **Brookhaven Church Core Values**

#### **Prayer**

*Often we move straight to action mode without undergirding everything we do with prayer. However, to truly fulfill our calling as followers of Christ, it is imperative that we remember that of ourselves we are nothing, but our worth is in the One who gave his life for us rather than anything we do for ourselves. Therefore, we fulfill our calling out of love, and we approach the throne of God in the confidence of the One who allows us to participate in His work. We are committed to being a people of prayer.*

*1 Thess. 5:17<sup>1</sup> Ps. 32:6<sup>2</sup>*

#### **Human Flourishing**

*Jesus' care for the sick and dispossessed of society indicates that He is wholistically concerned with mankind. The verses below indicate that true Christianity expresses itself in a significant concern for the well-being of all people. Our concern as Christians for human flourishing is a picture of the redemption that is ours in Christ: it flows out of our understanding that though we were poor, wretched, and despised as enemies of God, we have been made objects of His affection through the cross of Christ. Therefore, we seek the greater good of humanity in all areas of life, and plan to address the local issues of poverty, lack of education, and injustice. Additionally, we desire to be a spiritually and emotionally healthy people who flourish in pursuing God's will for us. We desire not to place an undue burden on people, but for them to have*

---

<sup>1</sup> "...Pray continually..."

<sup>2</sup> "Therefore let everyone who is godly pray to you while you may be found."

*gospel-balanced lives; to be a church that offers something, not just one that only asks.*

*John 10:10<sup>3</sup> Jeremiah 29:7<sup>4</sup> James 2:15-16<sup>5</sup> Isaiah 58:6<sup>6</sup>  
Deuteronomy 10:18-19<sup>7</sup>*

### **Redemption**

*Christ redeems us, changing our hearts from ugly to loved and turning objects of wrath into objects of love. As such, we seek to see this great truth realized in all areas of life. Primarily, we desire for others who live in the rejection of God to be made new, to experience new life, to be transformed, and to experience the overwhelming joy and peace that comes from worshipping the King of the Universe. Additionally, we desire to experience the theme of redemption in even the small things in our lives: to see old things made new, broken things made whole, and dirty things made clean.*

*Ps. 130<sup>8</sup>*

*Rev. 21:5<sup>9</sup>*

### **Generosity**

*Those to whom much has been given, much is expected. This truth reflects the fact that we who were spiritually poor have been given the riches of Christ through his redeeming work. Consequently, we demonstrate how much we have been given by God, and we seek to be overwhelmingly generous to others, in and out of the church, with our time, finances, talents, and possessions.*

*2 Corinthians 8:9<sup>10</sup>; 9:6-7<sup>11</sup> Luke 12:48<sup>12</sup>*

### **Relational Mission**

*God did not wait for us to come to him to visit his salvation and blessing upon us, but came to us, even becoming one of us, in the person of Christ. In the same way we cannot sit by and expect people to come to us when they have spiritual or physical need. We seek to reflect Christ in meeting others where they are rather than expecting them to come to*

---

<sup>3</sup> "I have come that they may have life, and have it to the full."

<sup>4</sup> "Also, seek the peace and prosperity of the city to which I have carried you."

<sup>5</sup> "Suppose a brother or sister is without clothes and daily food. If one of you says to him, 'Go, I wish you well; keep warm and well fed,' but does nothing about his physical needs, what good is it?"

<sup>6</sup> "Is not this the kind of fasting I have chosen: to loose the chains of injustice and untie the cords of the yoke, to set the oppressed free and break every yoke? Is it not to share your food with the hungry and to provide the poor wanderer with shelter—when you see the naked, to clothe him, and not to turn away from your own flesh and blood?"

<sup>7</sup> "He defends the cause of the fatherless and the widow, and loves the alien, giving him food and clothing. And you are to love those who are aliens, for you yourselves were aliens in Egypt."

<sup>8</sup> "O Israel, put your hope in the Lord, for with the Lord is unfailing love and with him is full ['plenteous'] redemption."

<sup>9</sup> "He who was seated on the throne said, 'I am making everything new!'"

<sup>10</sup> "For you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sakes he became poor, so that you through his poverty might become rich."

<sup>11</sup> "Remember this: whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."

<sup>12</sup> "From everyone who has been given much, much will be demanded."

*us. This is true in sharing the gospel of Christ, loving our neighbors, and serving those in need.*

*Rom. 5:6-8<sup>13</sup> 1 Thess. 2:8<sup>14</sup> John 1:14<sup>15</sup>*

### **Multiplication**

*If anything is worth doing, it's worth sharing. We desire for the things we do not just to be ends in themselves, but to see our ministry multiply, whether it be sharing our own faith, reproducing small groups, or planting churches.*

*Matt. 28:18-19<sup>16</sup>*

## **Ministry Model**

*This is how we plan on structuring the church to fulfill the vision.*

*We are a church that seeks not merely to ask something from people but to give something to them. Our experience and observation tell us that most people respond positively to devoting 1.5 hours to worship once a week and 1.5 hours a week to study of Scripture or ministry in a small group setting. Therefore, though our desire is to see greater involvement, our ministry plan starts with these two settings.*

*These two blocks are represented in "Level 1" of the ministry model. "Level 2" of the ministry plan includes seasonal and vocational ministries, trainings, committees, and various other activities. While important, we make clear that our priority for all members is in corporate worship and a small group.*

### **Level 1**

#### **1. Worship**

*Our primary aim in life is to worship God, who redeemed us through the work of His son, Jesus. Therefore, worship in our church will focus on the accomplishment and application of the work of Christ, its centrality in our lives, and our response to God in love, delight, and duty as all of these are illuminated in the Scriptures.*

*In order to communicate that truth well to our community, worship will be intellectually stimulating and transcendent, yet accessible, historic, progressive, and informal. Brookhaven residents have traditional values with modern sensibilities. They will be skeptical of what they perceive as lame attempts at*

---

<sup>13</sup> "You see, at just the right time, when we were still powerless, Christ died for the ungodly. Very rarely will anyone die for a righteous man, though for a good man someone might possibly dare to die. But God demonstrates his own love for us in this: while we were still sinners, Christ died for us."

<sup>14</sup> "We loved you so much that we were delighted to share with you not only the gospel of God but our lives as well, because you had become so dear to us."

<sup>15</sup> "The Word became flesh and made his dwelling among us."

<sup>16</sup> "Therefore, go and make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit, and teaching them to obey everything I have commanded you."

*relevance through contemporary music, and skeptical of old, dead, church. They will be open to historic expressions of faith if they are presented in an honest, genuine manner. Our service will be thought-provoking and rich in content through Scripture, hymns, liturgy, creeds, etc, while being tactfully contextualized to our modern-day setting. We will celebrate the Lord's Supper at the end of the service every week, except those weeks we have baptisms, which will be performed at the end of the service in lieu of the Lord's Supper.*

**2. *Small Groups: Community Groups and Mission Groups***

*We encourage people to be a part of **one** of two types of small groups. We strive for each person in our congregation to be part of **either** a **Community Group** or a **Mission Group**.*

**Community Groups**

*Community Groups are an opportunity for Christian growth, fellowship, mission, and an appropriate time to introduce some non-believers to what it means to follow Christ . Community groups meet every week. Three times per month, Christians and non-Christians of all ages and stages will engage in studying the truths of the Bible, engaging in fellowship, and prayer. The fourth meeting each month is to be reserved for mission or outreach. Options for mission and outreach can be determined by the group. Some possibilities include:*

*Inviting non-Christian friends for dinner*

*Engaging in an existing neighborhood meeting*

*Monthly service project*

*Community Group leaders will be trained to provide group participants with training in evangelism that is non-threatening and engaging.*

*Community Groups provide a context for deeper Christian fellowship and growth while empowering its members to engage our lost world through relationship, deed, and word. Community Groups are expected to be from 6-16 people and will frequently undertake curriculum for 6-8 weeks (there can be exceptions at the wisdom of the leader and the pastor). This will keep material fresh and allow for an opportunity to invite new people, even non-Christians into the group. As much as possible, Community Groups will all meet together at least once per year for the purpose of celebration, community, and mutual encouragement.*

*Keeping with our values, Community Groups are expected to grow in size and multiply, and leaders will have this in mind as they try to grow their group and pour into potential leaders.*

*Leadership for Community Groups will meet once a month along with the leadership of Mission Groups for training and support.*

### **Mission Groups**

*Many people find community and spiritual growth through more strenuous service and mission rather than a weekly bible study group. Additionally, many service opportunities take too much time to effectively minister while simultaneously participating in a Community Group. In keeping with our value of Relational Mission, our desire is to free servants to serve well and spiritually feed them in the midst of their ministry rather than expect another small group bible study on top of their service. Additionally, many people experience the community and spiritual growth through giving themselves away. Mission Groups are small groups that are committed to service in one area or other. It is understood that the ministry of some mission groups will originate within the church (e.g. Children's Ministry, Worship Ministry) and some will originate outside the church (e.g. serving a co-operative ministry, or Young Life). Some will be more evangelistically minded (Campus Outreach) while some will be more mercy ministry minded (homeless shelter). Mission Groups can be almost any size.*

*A great example of a Mission Group is Children's Ministry. Many churches' Children's' Ministry is little more than organized childcare. Our desire is to have a team of people who are committed not merely to childcare, but to making Children's' Ministry their primary outlet for service, community, and mission. A team of committed people, then, meet in order to serve the children during worship service, but also meet to pray for each other, train one another on Biblical principles for caring for children, pray for the children, prepare an engaging, gospel-centered program and curriculum for the children, engage and pray for the parents of new children who arrive in our midst, and brainstorm ways to use gifts that make us effective for Children's' Ministry to engage the world around us (including organizing play dates, etc).*

*By initiating Mission Groups, we hope to build strong ministry groups and avoid ministry burnout by validating and equipping those who spend a significant time serving. Mission Groups are structured around the needs of that particular ministry, and Mission Group leaders will work with the pastor to create the best way to teach, equip, and care for those who are serving. All members of a Mission Group meet once a month along with the leadership of Community Groups for training and support, after which they will break into their specific group for strategizing.*

*(Because being effective in many such missions sometimes takes an inordinate amount of time, we plan to spiritually feed those in Mission Groups at leadership training, rather than expect them to participate in a Community Group in addition to their time in mission.)*

**3. Discipleship Groups**

*People who desire deeper, more focused Gospel Training as well as potential leaders are to be selected to join a Discipleship Group. This may be in lieu of other small groups, but a person is free to remain part of their original small group. Discipleship groups are a type of small group, but have key distinctives. The difference between Discipleship and Community Groups is one of intensity, focus, and intentionality:*

Community Group

*maybe homework  
maybe Scripture memory  
open at any time  
open to all  
not all members will be  
future leaders  
information and fellowship  
may follow the school year  
advertised  
expected to reproduce  
gender-inclusive  
6-16 people*

Discipleship

*significant effort in homework  
required Scripture memory  
closed once established  
by invitation  
expectation for leadership  
training for leadership  
follow the school year  
unadvertised  
expected to reproduce  
gender-specific  
6 people maximum*

**both:** *engage in mission one week out of four*

*While people grow and mature spiritually in Community Groups, Discipleship is an opportunity for those who are growing to be trained and equipped for leadership in a much deeper and more demanding way.*

*Leaders in any area of ministry for the church are expected to have been through Discipleship for at least a year and have completed TFL and Leadership Training.*

**Level 2**

**Prayer Meetings:** *Prayer is our first value. We desire to do nothing outside the will of God, and to know that will intimately.*

**Counseling Services:** *Counseling is an excellent tool to minister to the spiritual and emotional needs of families.*

**Mission Council:** *A Mission council will make strategic plans and decisions for how we can have the maximum impact in our community, our country, and our world.*

**Yearly Retreat:** A yearly weekend away is an excellent way to relationally reconnect the church body and invite non-Christians to investigate our community.

**Membership Process:** for membership in the church

**Evangelism Training:** along with spiritual gifts training, our most important regular continuing equipping experience

**Spiritual Gifts Training:** along with evangelism training, our most important regular continuing equipping experience

**Leadership Training (in 2 parts: Theology training, Ministry training):** for training leaders in all ministries

**Elder Training:** extended training for potential elders

**Deacon Training:** extended training for potential deacons

**Women's Council Training:** extended training for women's advisory board to the Session

**Christianity and Culture lecture series:** an ongoing lecture series taught by Christians in various disciplines and fields about how Christianity speaks to that discipline or field. An opportunity for outreach.

**Mission School:** Extended training for mission, both domestically and abroad

**Capital Campaigns:** An opportunity every 4 years to see God work through our finances in greater ways

## **10-Year Vision**

*What will this Church look like in 10 years?*

### **Success Metrics**

*The following categories reflect what we desire to see in increasing measure in the life of our church.*

1. *Measurable, recognizable Kingdom impact on the community*
2. *Twenty percent growth by conversion*
3. *Churches planted and missionaries sent out*
4. *Spiritually and emotionally healthy individuals and families*
5. *A culture that reflects our core values*

*Declaring man-made numerical goals under divine auspices is dangerous. The following represents a delicate balance of what we think God would have us believe. While our burden is to work tirelessly toward these goals, we believe that these things will not happen unless God Himself directs it.*

### **1-Year Metrics (Labor Day 2014)**

1. *6 Community Groups; 4 Discipleship Groups; 2 Mission Groups*
2. *100 people at worship, 20 of them non-Christians or new Christians*
3. *Begin Deacon, Elder, and Women's Council Training*
4. *Mission Committee created for the purposes of organizing church's mission goals*
5. *Tithe (10% of budget) outside the church*

6. *Establish benchmarks for measurable positive impact on the community to be met at years 3, 5, and 10.*

*5-Year Metrics  
(Labor Day 2018)*

1. *8 Discipleship Groups; 3 outreaching/serving ministry groups; 20 ministry groups*
2. *300 people regularly attending worship; 60 of those new Christians or non-Christians*
3. *Plant new congregation in North Buckhead or begin plans to plant a church in a similar demographic area in another global city.*
4. *Community Counseling Ministry established*
5. *Financially self-supporting (Year 4)*
6. *30% of budget given outside the church*
7. *Achieve Y5 goals of measurable impact on community*

*10-Year Metrics  
(Labor Day 2023)*

1. *3 church plants, or 4 campus sites, or some combination of the two, numbering 1000 people total birthed from Project Brookhaven*
2. *40% of budget given outside the church*
3. *Achieve Y10 goals of measurable impact on community*

## ***Timeline***

### ***Stage 1—Preparing***

- 3/1/12 Completed Ministry Plan
- 3/12 Informational meeting for interested parties
  - Distribution of Ministry Plan, incl. expectations
  - Distribution of Applications
- 3/1-9/1/12 Fundraising
- Establishing an initial core Team

### ***Stage 2—Starting***

- 9/1/12 Move to Brookhaven, begin initial gathering phase
  - Cultivate relationships with 200 unchurched people by 9/1/13
- 1/1/13 Establish weekly prayer meeting
- 1/1/13 Gathering and leadership equipping phase begins
  - Weekly launch team meetings (prayer, training, evangelism training, spiritual gifts, personality test, counseling)
  - Discipleship group of potential male leaders or family discipleship
  - Launch Community Groups
  - Applications finished
- 3/1-6/1/13 Find meeting place
- 1/1-6/1/13 Find worship leader
- Plan and execute Children’s Ministry Plan
- 5/18-19/13 Leadership Team retreat
  - (Church-wide retreat every year weekend before Memorial Day)
- 8/18, 8/25/13 Preview Services (or 9/8, 9/15 preview services)
- 9/9/13 Launch public worship (or 9/22), when sure of at least 70 people
- Membership Process

### ***Stage 3—Developing***

- 9/13-5/14 Elect Elders, Women’s Counsel, and Deacons
- 2014 Send out first short-term missionaries (every year)
- Evaluate the possibility of starting Campus Outreach or RUF at Oglethorpe Univ.
- 9/1/16 Send out first church planter or start second worship offering opposite current service
- 9/1/19 Community Service Center (including Counseling Center) birthed
- 2019 Evaluate Ministry Plan and make appropriate changes

## **Future Staffing**

*We hope to add additional staff as needed, starting with the following:*

*Year 2-3:*

*Part Time Children's Ministry Director*

*Part Time Worship Director (as needed)*

*Assistant Pastor, for the purposes of Pastoral Staff and  
Future Planting or Site Pastoring (partial  
support)*

*Year 4 (once particularized):*

*Part Time Administrative Assistant*

*Year 5:*

*Mercy Ministry Coordinator*

*Community Counseling Center Director*

*All positions will be overseen by the senior pastor.*