



# Michigan District, LCMS

## StartNew Details

### Overview

The StartNew initiative was designed for launching a new ministry that is intended to become self-funding in the near future. The new ministries include, but are not limited to, new church plants, the addition of a second worship site, or the development of a non-profit compassion ministry. StartNew funding, up to \$250,000, includes grants and zero-interest loans. StartNew grants are designed for smaller projects or new ministry starts. The StartNew zero-interest loans are for larger projects which are not new ministry starts.

StartNew is a two-year process that connects you to the camaraderie, courage, and know-how you need so that your startup will thrive over the long haul. No matter what you want to start—a Bible study, mercy ministry, business, or non-profit organization—StartNew will help you to start on the right track so that what you start expresses the presence of Jesus in your community.

### StartNew Components:

#### 1. Assessment

The first step in the process is an assessment of the startup idea and your strengths and potential challenges as a StartNew leader. The assessment begins with a conversation between you and your regional CMMF. The assessment often includes an online behavioral analysis tool.

#### 2. 3Day

As the crux of StartNew, 3Day is a Thursday-evening-through-Sunday-noon event that lays the foundation for your startup with equal parts sacramental theology and business model best practices.

#### 3. Coaching

As you get started, you'll choose a coach (with startup experience) who will walk with you on a monthly basis to encourage and guide you along the way.

#### 4. 1Day

Every 6 months, you'll participate in a 1Day to refuel, refocus, and make adjustments to your plan based on any new challenges you're facing.

### What are the requirements of the program?

To qualify for the StartNew initiative, you need to be a member of a congregation or ministry in the Michigan District of the LCMS. You need to be willing to:

- Gather a launch team;
- Complete a mission launch plan;
- Participate in the training modules recommended by your CMMF or your StartNew coach;
- Be fully engaged in the coaching process for the first two years of your mission launch.

### Program Investment:

Component	Congregation	District	CEF	Total
Assessment	\$100	\$400		\$500
Year One	\$4,000	\$1,000	\$1,000	\$6,000
Year Two	\$2,200	\$1,000	\$1,000	\$4,200