

connections

Working Together to Grow the Kingdom

LEADERSHIP NETWORK

www.leadnet.org

2501 Cedar Springs, Suite 200 | Dallas, TX 75201 | 800.765.5323 | 214.969.5950 | 214.969.9392 Fax | client.care@leadnet.org

One Church, Many Campuses

CHURCH BENEFITS FROM MULTIPLE SITES

FEATURED CHURCH:

Seacoast Church

LOCATIONS:

9 campuses in greater

Charleston, South Carolina

ESTABLISHED: 1988

SERVICES: 18 weekly services in 10 venues

AVERAGE ATTENDANCE: 7,000

When churches are blessed with growing attendance, they have a couple of options. One is to build on to their current campus to accommodate more people. The second option is to open satellite campuses with the hopes of providing the same church experience, just at different locations.

Seacoast Church in Charleston, South Carolina, was faced with such a challenge. Established in 1988 with less than 70 people, its average weekly attendance grew to 3,000 by 2001.

To better serve its membership and provide some much-needed room, the church hoped to build a larger auditorium at its existing site. When the town board turned down the building request, the church was forced to make some quick decisions. The one that made the most sense—but required the most faith—was to go to a multi-site model.

FINDING THE BEST FIT

Today, Seacoast holds services in 10 venues. They are a model for a successful multi-site church.

“Most of our members attend one campus regularly and consider that Campus Pastor their pastor,” says Network Pastor Geoff Surratt. “Although the senior pastor does vision casting for the entire church, each campus has its own unique feel and traditions.”

The ministers from the various campuses stay in close contact and meet at least twice a month. In addition, Seacoast employs a central support staff that helps the church realize some economies of scale.



Seacoast Church holds services at a wide variety of venues to best serve people looking to investigate a relationship with God—no matter where these people are located.

“We employ a lot of talented professionals, from graphic artists to videographers,” Geoff says. This allows each campus to offer a small-church feel while being able to provide services usually found only at large churches.

In fact, church-goers can find whatever type of church environment best allows them to express their

faith. Approximately 4,000 people a week attend services at Seacoast's original Long Point campus, whereas some of the smaller campuses hold services for around 100 people. The different venues also cater to special interests, such as college students and young adults.

DIFFERENT CAMPUSES, SAME VOICE

Seacoast had some big dreams for its growth to a multi-site church. An important goal was to approach the historical Christian truth in a decidedly contemporary, unconventional way. One of the contemporary devices they've used is video technology, which helps connect the campuses.

SEACOAST CHURCH REMAINS COMMITTED TO ITS ORIGINAL VISION: TO BE A SAFE PLACE FOR PEOPLE TO COME AND INVESTIGATE A RELATIONSHIP WITH GOD THROUGH JESUS CHRIST.

"The weekly sermon is delivered by one of the teaching pastors via video to all of the campuses," says Geoff. This helps them remain "one church," even though they meet in many venues.

Although the church doesn't use technology as an engine for growth, it does use it to reach people in

WHAT LEADERSHIP NETWORK MEANS TO ME

Leadership Network has been pivotal in our growth. We've accomplished so many things because of the connections we've made with churches we've met through Leadership Network. Not a week goes by that we don't learn something new or share some type of information with these churches. Leadership Network has facilitated these relationships.



—Geoff Surratt, Network Pastor, Seacoast Church

THE MULTI-SITE MOVEMENT

Geoff Surratt reports that a multi-site revolution is going on in today's churches. His research, conducted in partnership with Leadership Network, has found that more than 1,000 churches in the U.S. are following the multi-site model. And more are hoping to go multi-site each year.

Seacoast has received many inquiries from other churches about how it has successfully used the multi-site model. In fact, the church is now hosting multi-site conferences in conjunction with two other pioneering churches. The first event, in October 2005, sold out well in advance. And registrations for the next conference are running just as strong. A trend is definitely afoot!



Seacoast delivers its weekly message via video to all the campuses.

new ways. Delivering the weekly sermon via video is one good example. The leadership initially feared the technology could act as a barrier to people connecting with the message, but it has actually enhanced the church experience for many parishioners.

Geoff reports that congregants enjoy the technology once they've experienced it. One of its biggest supporters, in fact, is senior adults. They say the large video screens allow them to more clearly see the pastor, and the high-quality audio enables them to better hear the words.

The video feed also allows Seacoast to provide weekly services over the Internet through video, MP3 files, podcasts and vodcasts.

CONTINUING TO GROW

Seacoast's dedication to pioneering the multi-site model, along with their smart use of technology, has made them one of the most successful and fastest growing churches in the nation. By leveraging their strengths while still offering a small-church experience, this church has found a way to successfully pastor to each of its 7,000 attendees.

The church believes that God is able to do more than they can ask or dream ... so their future looks bright! **LN**