

LEADER CONVERSATION GUIDE

The Future of Multisite Strategy

Episode 182

The 4 Most Common Multisite Concerns & Top 5 Multisite Challenges Churches Face

Multisite churches have become increasingly popular. Twenty years ago, there were only 200 multisite churches across the country. By 2006 that had increased to 1500 multisite churches. And in 2019, there were over 5,000 multisite churches.

COVID has also contributed, of course, to a trend in multisite churches as churches consider how to grow and reach more people. Large churches with multiple smaller venues – that are closer to where people live and that offer multiple options for service times – will be better positioned for a post COVID world than trying to gather larger crowds in the same space at the same time.

In this week's episode Tony Morgan and Amy Anderson dig into the common concerns church leaders have about going multisite and core challenges multisite churches face.

Multisite Concerns That Church Leaders Need to Overcome

- **“We’d rather plant churches than multiply through multisite.”**
 - In reality, multisite churches plant more churches than single location churches.
- **“We think we can reach more people for Jesus through church planting than multisite.”**
 - You should do both.
 - Multisite churches are seeing more faith conversions than church plants.
 - While we advocate for a church planting strategy over multisite depending on the situation, we think all churches should have a multiplication strategy.
- **“Multisite won’t allow us to develop more Bible teachers.”**
 - Multisite multiplies the number of ministry environments, which means there will be more teachers in those environments whether you use video on Sunday mornings or not.
 - Multisite also multiplies the leadership opportunities.
- **“It might foster a cult of personality.”**
 - Being a pastor might do that as well.
 - Typically that fear is based on someone’s familiarity with the handful of the largest multisite churches in the country - but there are thousands of pastors of multisite

churches who you've never heard of.

- This is an issue for every pastor...not just pastors of multisite churches. Without the right boundaries in place, every pastor could find themselves battling pride issues.

Common Multisite Challenges

- They jump into multisite before they clarify their ministry model.
- They haven't wrestled through the questions around being identical and being independent.
- They launch too small.
 - You want to start with a minimum core team of 100 people and launch with 200 people. If you launch smaller than that, it's very hard to ever grow beyond a location of 200 people.
- You need the right location.
 - Every community is unique; so there's not a standard formula that you can use.
 - Location is more important than the facility.
 - The most optimal location is the one closest to where you have the strongest core of people who are already connected to your church.
- The biggest mistake we see churches making in multisite strategy is when churches fall in love with the idea of being a multisite church before they invest the time and hard work of developing a long-term multisite strategy that leads to becoming a healthy, thriving church that also meets in multiple locations.

Next Steps

- ECFA [Mega Church Survey Report 2020](#)
- Take a look at the [Multisite Unstuck Process](#)
- The [Strategic Alignment Pyramid](#)
- Unstuck Resources: [Multisite Best Practices](#)
- Podcast Episode 100 [Managing Multisite Tensions](#)

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