

King of Kings' Multisite Launch

Objective

Launch King of Kings' next campus in the Omaha metro by September 2025

King of Kings' Strengths, Weaknesses, Opportunities, Threats (SWOT)

Strengths:

- Family friendly church
- Welcoming atmosphere
- Opportunities for connection and relationships
- Opportunities for community involvement
- Energizing Sunday morning worship experiences
- Bible based yet modern in approach

Weakness:

- Small Groups ministry in building phase
- I Street facility size, layout, and age
- Not a neighborhood church
- Lack of community for college and post college age young adults

Opportunities:

- Potential landing spot for families looking for both modern worship and biblical teaching
- Excellent children's and student ministries
- Strong worship experience
- Community impact and engagement
- Community branding and name recognition
- Future sites would be medium in size, but have large church resourcing

Threats:

- Our I Street campus is a destination church, and people are wanting to drive less and less
- I Street is a large size church, and more people are looking for a small church experience post-Covid

Target Demographic

After reviewing our SWOT, our target demographic is families. More specifically, parents in their 30's-40's with children and teens.

King of Kings would seek to reach mainline Protestant or former Catholic de-churched and non-churched families.

Potential site location would be an area where there are no churches like King of Kings that meets our demographic mission target.

Campus Framework

Future King of Kings campuses will be designed in a "franchise" model, meaning they will be a permanent extension of King of Kings.

Sunday morning experiences at the multi-sites will involve video venue teaching, live worship, kids ministry, small groups, and community "attractational" events that reach local families.

The ideal multisite building is one that seats 250-400 people per service, ideally located in or around a neighborhood.

Target sites could include movie theaters or independent buildings available in a strip mall structure.

Campus Design

Sunday Experience

It is our desire that the King of Kings experience at every campus feels the same. While campuses cannot be identical, each campus will have the same purpose, values, and atmosphere.

Preaching/Teaching

Messages at our multi-sites would be given via video by the teaching team of Greg Griffith, Zach Zehnder, and Mike White. King of Kings has a uniquely gifted teaching team that is one of the best in the LCMS.

Campus Director:

One of the challenges facing the LCMS is the provision, training, and raising of pastors. In an era where LCMS seminaries have seen declining enrollment¹ providing pastors for one campus, let alone multiple campuses, is not feasible. Campus Directors would be ordained or non-ordained leaders who would provide oversight to small groups, community involvement, and member care for each of our campuses.

Campus Worship Director

This person is responsible for leading their campus' worship experiences, from children to adults, with a live team. They would work closely with the Global Worship Director and would be responsible for recruiting, raising, and retaining musical talent.

Guest Experience Campus Lead

This person is responsible for creating a welcoming environment for all guests as set by the Global Guest Experience Director.

Kids Ministry Campus Lead

This person is responsible for leading kids and student ministry on Sunday mornings through dynamic, age-appropriate worship and teaching as set by the Global Kids Ministry Director.

Midweek campus experiences

- Small Groups
- Prayer Nights
- Community engagement

Weekday facility usage

- Each campus would determine the greatest use of its facility for community engagement and third source revenue.

¹ PreSeminary -59% CSL Mdiv -61% FTW Mdiv -44% (Down from enrollment 2004-2018) from LCMS Reporter August 2021

Tentative Timelinese

Year	Campus	Global
2021	Structure Royal Land Board as Site and Feasibility Team	Structure Financial Support
2022		Identify Global Guest Experience Director
2023	Identify and hire Campus Director Identify and hire Campus Worship Director (PT) Identify and hire Campus Guest Experience Director (PT) Identify and hire Campus Kids and Student Director (PT)	Train all Campus Directors for deployment to site in the following year.
2024	Identify current King of Kings attenders who are in proximity to new site. Invite and encourage new attenders to commit to 2 years of attendance at the new site. 4 Community events in new site location with invitations to families and launch date announcement	
2025	Launch of new site (September)	

God Sized, Big Thinking, Divine Dreaming—Vision

By 2045 we would like to grow King of Kings to 10 campuses. Recognizing that the greater Omaha area can't support 10 King of Kings campuses, we eventually would seek to launch sites in the greater mid-west region.