

CHURCH PLANTING PROSPECTUS

THE MISSION

*“To help God-called men plant Baptist churches
and to assist pastors in building healthy,
dynamic, visionary congregations.”*

Dr. Charles T. Shoemaker
– *Missionary Church Planter* –



CHURCH PLANTING AMERICA

Dr. Charles T. Shoemaker, President

February 12, 2010

Dear Pastor:

I have been involved with church planting for some 35 years. When I graduated from Bible school in 1975, I planted my first church, and two others were to follow. For several years, I worked alongside one of my mentors, Dr. Grant Rice, as a full-time church planting missionary—helping scores of qualified men plant churches across America.

You see, my life was impacted by a church plant when in high school. As teens, my wife, Sharon, was converted to Christ, and I was called to preach in that very same new church in Chicago. From those early days to now, I have loved church planters!

In 1995 when God called me to Trinity Baptist College, one of my deep desires was to see our young men plant churches—to God's glory, many have answered that awesome call!

Now, once again, I am excited to be involved in helping God-called church planters realize their dream of birthing a new church in an area in need of the soul-saving, life-changing gospel.

The hope of America does not rest with religious broadcasting, Fox News, or the Emergent Church Movement. To address the myriad of woes gripping the hearts and minds of Americans, vibrant, Bible-preaching, soul winning churches are needed.

I invite you to become part of our amazing church planting team. Help me assist godly men of spiritual passion as they plant new Baptist churches for God's glory!

In Him,



Charles T. Shoemaker
President



THE VISION

- To see Church Planting America work alongside strong and visionary New Testament churches in a nation-wide church planting effort!
- To make available to busy church planters and pastors the training and resources needed to reach their “Jerusalem” with the gospel and to impact a lost world for Christ!
- To assemble a team of experienced “missionary consultants” in matters ranging from pastoral counseling to facility construction to leadership training to strategic planning to professional development to financial management!
 - As Church Planting America grows, I envision other experienced pastors either volunteering to assist as their schedules permit, or joining with me in a full-time capacity.
- To rekindle the fires of effective evangelism and discipleship so that new converts are consistently transformed into fully devoted followers of Jesus Christ!
- To rest in the power of the Holy Spirit to do through Church Planting America all that God desires!

“And the Lord answered me and said, Write the vision and make it plain...For the vision is yet for an appointed time...”

--Habakkuk 2:2,3

THE NEED

For years, the United States of America has been viewed as a Christian nation. While our country does have a Biblical foundation, we have long ago departed from the spirituality of our Founding Fathers. A typical daily newspaper provides enough evidence to illustrate the wickedness and waywardness of our citizens. Consider the following statistics regarding America's spiritual need:

- In the 1990s, about 3,200 churches closed each year. In the 2000s, this number has risen to 3,700 per year.

– Up to one-half of the closed churches are new churches that did not survive.

*--The American Church in Crisis
Dave Olson*

- In 1920, 27 churches existed for every 10,000 Americans.
In 1950, 17 churches existed for every 10,000 Americans.
In 2004, 11 churches existed for every 10,000 Americans.

*--Lost in America
Tom Clegg, Warren Bird*

- Only 21% of Americans attend religious services every week.

--www.religioustolerance.org

- The Catholic Church is the largest and numerically fastest growing church in America.

--National Council of Churches 2006 Yearbook

- Evangelical churches have failed to gain an additional 2% of the American population in the past 50 years. In other words, we are not even reaching our children.

--George Barna

- It is estimated that 53,000 people leave churches every week and never come back.

*--Exit Interviews
George Hendricks*

- Nearly half of new independent Baptist church plants fail.

- Two-thirds of the US population, some 200 million Americans, remain a mission field.

*--BIMI World Magazine
April 2009*

- In 1900, the Census Bureau counted 212,000 churches. In 2000, the number of churches that existed in the United States was 349,506. In other words, the number of churches increased just over 50 percent while the population of the country has almost quadrupled.

*--Planting Missional Churches
Ed Stetzer*

THE OPPORTUNITY

People often ask—particularly those who live in the deep South—“Where are new churches needed?” That is a great question. The simple answer is, EVERYWHERE! To be more precise, Church Planting America sees the following five areas as the most needy church planting opportunities (not in order of need):

- Urban Inner Cities and Metropolitan Areas of the North
 - How many strong, vibrant churches do you know of in Milwaukee, Chicago, Boston, Pittsburgh, Buffalo, or Detroit?
- Small-Town and Rural America
 - Primarily in New England, the Pacific Northwest, the Great Plains, and the states of the Rocky Mountain Region.
- New Growth Areas
 - New communities adjacent to large, growing cities, primarily on the West Coast, Florida, and in the southwest “sunshine” states.
- Ethnic Population Centers
 - There are 2.5 million Jews living in Tel Aviv, Israel, and almost 2 million Jews in New York City.
 - There are some 80,000 Vietnamese living in San Jose, California.
 - There are over 42,000 Hmong immigrants living in Minneapolis and Saint Paul, Minnesota.
 - There are over 500,000 Russians living in Illinois, primarily in the Chicago area.
 - There are over 60,000 Filipinos living in the New York City area—and yet California has the largest Filipino settlement.
 - There are many cities in the United States with Native American populations greater than 95%.
- Black and Hispanic Population
 - In 2000, African Americans constituted 12.3% of the US population. How many strong, soul winning churches can you name among the black population?
 - In 2000, Hispanics constituted 12.5% of the US population. How many strong, soul winning churches can you name among the Hispanic population? The need is great!

--2000 US Census Information

THE ORGANIZATION

Church Planting America (CPA) was birthed in the heart and mind of Charles Shoemaker in 1983, while serving as Senior Pastor of an independent Baptist church.

“When it comes to the ‘nuts and bolts’ of New Testament local church ministry, there are few men in this century that have both a heart and scriptural understanding better than Dr. Charles Shoemaker.”

*--Dr. Rick Adams, Pastor
Greater Portland Baptist Church
Portland, Oregon*

CPA is a nonprofit Florida corporation, recognized by the Internal Revenue Service as a 501(c)(3) tax-exempt organization. In practical terms, CPA functions as a church planting missions agency, assisting and encouraging local churches as they seek to birth new congregations.

Currently the Board of Directors includes local church pastors, an attorney, and a church finance specialist. In the near future, the Board will expand to include additional pastors and successful church planters, a licensed General Contractor, and a real estate consultant. Such a diverse Board of Directors will not only bring spiritual passion and pastoral experience to the table, but will also include knowledgeable and skillful men of finance, law, construction, and real estate. Such guidance will prove invaluable to the church planters with whom we work.

“Without counsel purposes are disappointed: but in the multitude of counsellors they are established.”

--Proverbs 15:22

CORE VALUES

1. We believe that God's Word is the foundation for all knowledge and that it is the catalyst for spiritual and moral transformation.
2. We believe that the local church is God's vehicle for world evangelization.
3. We believe that lost people matter to God, and, therefore, ought to matter to Christians.
4. We believe that excellence honors God and inspires people.
5. We believe that new and small congregations deserve encouragement and edification.
6. We believe that our message is fixed, but methods are flexible.
7. We believe that there is no substitute for godly, spiritual leadership.

"Values are a vital part of any ministry's culture—the very threads that make up its organizational fabric."

--Aubrey Malphurs

ORGANIZATIONAL OBJECTIVES

1. To assist Christian educational institutions (Bible colleges, seminaries, etc.) in encouraging and training men to plant independent Baptist churches. The need is both to share the burden of church planting and to help prepare men, while in school, for future church planting endeavors.
 - Dr. Shoemaker has personally taught in nine different schools.
2. To mentor church planters as they arrive on the field. The needs are manifold: selecting a meeting location, finances, organizational structure, marketing, legal matters, evangelism and discipleship strategies, preaching, and leadership development.
3. To help local churches in need of ministry training and motivation. Seminars and conferences have been designed to address specific ministry needs within the local church: missions conferences, stewardship, leadership, discipleship, Sunday school, marriage enrichment, deacon training, and staff training.
4. To aid American missionaries and foreign national pastors with church planting and church health needs outside of the United States.
5. To make available to pastors in the United States ministry materials and lay training programs designed to promote healthy, vibrant churches. Seminars are hosted by local churches in various locations, designed to train pastors, staff, and lay leadership.
6. To facilitate the church planting process by raising and providing Seed Money to qualified men.
 - “Seed Money” = Funds to be used for start-up expenses such as relocation, printing, marketing, and facility cost.
 - “Qualified” = Men who are God-called and have taken Dr. Shoemaker’s Church Planting course—some 20+ hours of church planting instruction.

“Charles T. Shoemaker is an outstanding graduate of Liberty University having distinguished himself in church planting and pastoring, and is a dynamic preacher of the Word of God.”

--Dr. Elmer Towns

STRATEGIC PLAN

IMMEDIATE (2010-2014)

1. To raise Dr. Shoemaker's monthly financial support.
2. To expand the CPA Board of Directors.
3. To raise needed funds for the operation of the CPA office.
4. To continue developing resources for use by church planters and pastors.
5. To begin funding the Seed Money account.
6. To begin a Christian Leadership Institute.
 - Offering modular courses on relevant topics for church leaders—hosted by local churches and taught by Dr. Shoemaker and other experienced and qualified men. Arrangements are being made to offer these courses for graduate-level credit in various educational institutions.
7. To assist in the birthing of no fewer than 25 new churches.
8. To create an electronic newsletter for church planters containing articles of interest on topics such as: family life, leadership, preaching, creative ministry ideas, common problems, marketing, finances, etc.
9. To host retreats for church planters and their wives.
10. To employ additional staff as needed.

FUTURE (2015-2020)

1. To add church planting "missionary consultants" who will minister in one of ten United States regions and three Canadian regions.
 - These are men of deep ministry experience who desire to pour their wisdom into young church planters.
2. To secure a permanent facility for CPA.
3. To expand the Christian Leadership Institute.
 - By offering additional courses
 - By offering additional sites
4. To expand resource development for use by church planters and pastors.
5. To transition the CPA newsletter into a print, full-color magazine.
6. To assist in the birthing of no fewer than 50 new churches.
7. To employ additional staff as needed.

ABOUT DR. SHOEMAKER

- Charles Shoemaker was born and reared in the Chicago area, where he was converted to Christ at the early age of eight. God used the bus and AWANA ministries as a means to reach Bro. Shoemaker with the gospel.
- At the age of sixteen, Bro. Shoemaker was called to preach. After completing high school, he attended and graduated from the Institute of Biblical Studies of Liberty University, earning a diploma in Bible. He also has earned a Bachelor's degree (B.R.E.) in Pastoral Theology, a Master's degree (M.A.) in Biblical Studies, and a Doctor of Education degree (Ed.D.) from Nova Southeastern University.
- He has received three honorary doctorates, including the D.D. degree from Midwestern Baptist College, the L.H.D. degree from Liberty University, and the Litt.D. from Temple Baptist College.
- Dr. Shoemaker has been in full-time ministry since 1975 having served as a church planter and senior pastor.
- In July of 1995, he joined the staff of Trinity Ministries, serving as Administrative Pastor of Trinity Baptist Church and President/CEO of Trinity Baptist College.
- He has preached and taught more than 5,000 times in over 400 churches across the country.
- He and his wife, Sharon, have been married for 37 years and reside in Jacksonville, Florida. They have two daughters, Amy and Emily, and two sons-in-law, Dennis and Michael who serve as senior pastors. In addition, the Shoemakers have four grandchildren.

"It is a joy for me to recommend the work of Dr. Charles Shoemaker. Bro. Charles and I have been friends for more than 30 years. He takes seriously his effort to be a help to pastors and churches."

*--Dr. Clarence Sexton, President
Crown College, Knoxville, Tennessee*

WHY INVEST IN CHURCH PLANTING?

People have said to me, “You cannot raise money for American church planting in this bad economy.” I know that times are tough, but I further know that God is able! He has given to us a Great Commission, and He fully expects us to obey His Word by winning souls and discipling converts—and that is the essence of church planting.

The reality is that you may not be able to do all that you would like to do—but I am asking you to give something every month. If, for example, 50 churches gave only \$25 per month, \$15,000 would be given annually. There is strength in numbers! Some churches have the burden and ability to give much more; all I am asking is that you do your best. My promise to you: I will work hard to spend every penny carefully—for God’s glory. **Listed below are six reasons why I am asking you to support me in this endeavor prayerfully and financially.**

1. Because Bible-believing churches in the United States form the greatest source of international missionaries!
 - It is imperative that we keep planting churches here so that we can send missionaries to other nations and people groups of the world who need the glorious gospel.
2. Because church planters do not have adequate funds to cover the legitimate expenses of travel and lodging, or to provide an honorarium for Dr. Shoemaker or others who can provide the counsel, resources, and encouragement needed. No new church should be denied spiritual and professional assistance due to the absence of finances!
3. Because church planting is a most effective evangelistic methodology!
 - Churches under three years of age win an average of ten people to Christ per year for every one hundred church members.
 - Churches over fifteen years of age win an average of three people per year for every one hundred church members.

*--Planting Growing Churches for the 21st Century
Aubrey Malphurs*

- One American denomination recently found that 80 percent of its converts came to faith in Jesus in churches less than two years old.

*--Starting a New Church
Ralph Moore*

4. Because many existing churches are not reaching people!

- In 2002, 8,000 Southern Baptist churches in the United States baptized no one.

*--North American Mission Board Study
Based on the Annual Church Profile
Richie Stanley*

5. Because America's population is expanding at a record rate!

- The population of the United States increased by 32.7 million people between 1990 and 2000.
- In 1900, there were 21.5 people per square mile. In 2000, there were 79.6 people per square mile.
- In 2000, the population was 281 million; today, America's population exceeds 300 million.

--Time Almanac

6. Because God has commanded it (Luke 24:45-49), Jesus started it (Matthew 16:15-18), and the disciples practiced it (Acts 2:14-47)!

- Church planting is NOT an option—it is an imperative!

*"Not because I desire a gift: but I desire fruit that
may abound to your account."*

*--The Apostle Paul
Philippians 4:17*

SUMMARY

Church Planting America has great potential to make an impact in the area of church planting within the United States and Canada. There is a great need within Baptist circles for encouragement and assistance, and CPA helps to fill that void.

By focusing its efforts on key areas, it will rapidly become a successful organization and be able to provide quality counsel and resources that equip and mentor church planters.

All of the planning efforts are in vain without the power of the Holy Spirit on the individuals involved in the organization. God's blessing is crucial to the success of CPA—as measured in God's terms.

You can have a part in this exciting and spiritually rewarding church planting ministry. Your fervent prayers and financial support will enable Dr. Shoemaker to put his experience, education, and church planting expertise into action on behalf of Biblical, New Testament church planting!

**As quickly as possible, return your CHURCH PLANTING INVESTMENT RESPONSE card...
Become part of the CPA team today!**

"I honestly do not know of any man more capable and fitted to help God's people to start new churches. New churches are needed in so many parts of America. We have had Charles Shoemaker here for Church Planting Seminars many times. I commend this man of God without reservation."

--Dr. Tom Malone, Sr.