



## **I. Why a Ministry Prospectus?**

- A. To articulate a concise vision and mission for Branded Cowboy Church.
- B. To define core values that will serve as a filter for all ministry activities.
- C. To provide a strategic plan and specific tactical maneuvers for communicating the gospel and helping believers to continue to grow in their faith.

## **II. General Program Description**

### **A. Church History**

### **B. Ownership and Legal Status**

1. We are members of the Christian Missionary Alliance Denomination whose National Offices are in Colorado Springs, Colorado. We are under accountability with the North Central District whose offices are in St. Bonifacius, MN.

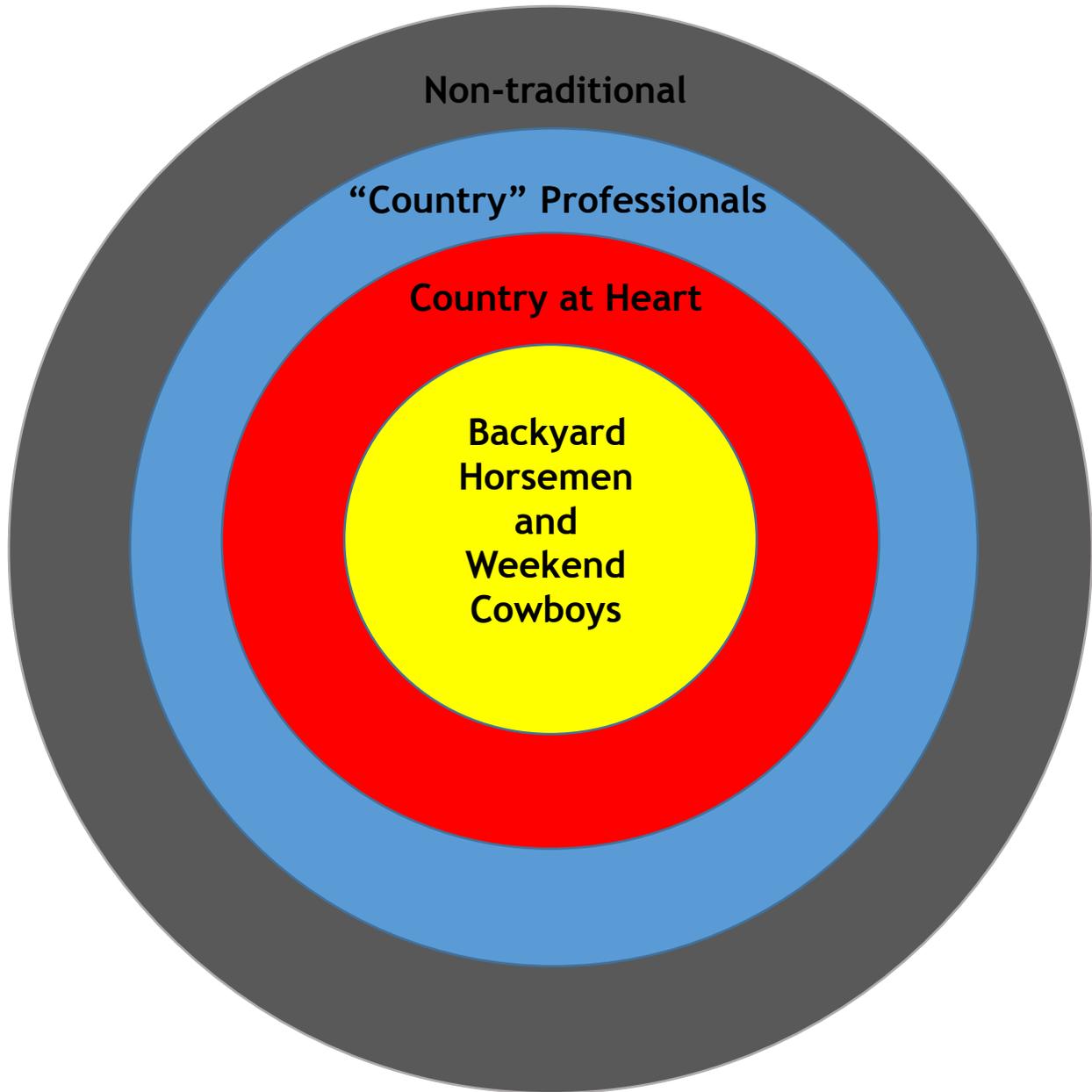
2. At the present we are holding services within the Triumphant Life Church (TLC). We are renting (\$250.00 per month) their building each Monday night for the purpose of establishing Branded Cowboy Church. They have also allowed us to use their property to build an outdoor riding arena for the purposes of reaching out to the cowboy culture of Northern MN. We are also permitted to use their building for additional days as long as it is not being used by Triumphant Life Church, free of charge. Triumphant Life Church has graciously allowed Pastor Todd, Pastor of Triumphant Life Church, to use time away from TLC to pastor Branded Cowboy Church alongside TLC while paying his salary.

3. It is our intent to become incorporated through the Christian Missionary Alliance Denomination having our own 501(c)3. We will follow the guidelines for incorporation as directed by our governing District Office.

### **C. Target Group**

Branded Cowboy Church is filled with people from all backgrounds, income levels, and interest. We strive to remove as many barriers as possible that might be found in the more traditional church settings and offer a more relaxed “come as you are” atmosphere where everyone is welcome.

There are four areas that we are targeting:



**D. Mission Statement**

Branded Cowboy Church is an outreach based church seeking to introduce Jesus Christ to those in Itasca County and beyond who enjoy the western culture, heritage and lifestyle. We provide a church home that will develop healthy, vibrant followers of Jesus Christ where all are welcome.

## E. Vision Statement

*“He has put His brand upon us - His mark of ownership” 2 Cor. 1:22  
“Go out to the roads and country lanes and make them come in,  
so that my house will be full.” Luke 14:23b*

Our chief vision is to develop fully devoted followers of Jesus who glorify God (the BOSS) in all that they do; and in turn, plant additional Cowboy Churches who do the same. Our method is simple: gather (win) the mavericks (lost), feed (build) the hand (believer), outfit (equip) the hands, multiply trail bosses (leaders), and send the called ones, who begin the ministry lifecycle over again by gathering the lost and planting more churches.. Review the ministry plan (below) for yourself.

### 1. Gather (Win)

Individuals need salvation. Our mission informs why we seek to provide clear teaching on salvation and offer regular opportunities for individuals to enter into relationship with the Author of Life.

### 2. Feed (Build)

The book of Acts gives us five essential things needed to develop healthy, vibrant hands, starting with the Holy Spirit’s infilling (Acts 1:8). Additional disciplines listed in Acts 2—devotion to the Word, prayer, fellowship (healthy relationships), and worship—also are included. Our goal is to help the people **glorify God** in all that they do.

### 3. Outfit (Equip)

Christians are called to dedicate their spiritual gifts, talents, and abilities to be used by the BOSS. It’s a natural progression. Happy, healthy Christ-followers increasingly desire to hone their talents and skills to bring the mavericks (lost) into eternal relationship with Jesus and bring Glory to the BOSS.

### 4. Multiply Trail Bosses (Leaders)

We promote servant leadership; the Good Samaritan (Luke 10) is our compass for such service. Our people will be given many opportunities to hear and respond to God’s call to ministry through service projects.

### 5. Send the called

A sure indication of a healthy disciple of Christ is one who reaches out to the lost as well as supports those who are called to “go.”

## F. Core Values

### 1. Simplicity

The church will strive to keep all things it does as simple as possible.

## **2. Non-judgmental approach**

The church will foster a non-judgmental atmosphere in all it does, accepting people just as they are, just as Christ himself does.

## **3. Cultural relevance/Western Heritage**

The church will make sure that all it does, including all of its programming and ministries will be geared toward reaching people in the western culture and those who love it.

## **4. Practice of Biblical Christianity**

The church will practice biblical Christianity. This will be practiced by the leadership and the congregation.

## **5. Elimination of barriers to the cowboy culture**

The church will do all that it can to lower or eliminate the barriers preventing the Gospel of Jesus Christ from reaching the western culture.

## **6. Empowerment with Accountability**

The church will strive to empower as many people as it can to serve Christ through the church and bring out the giftedness in them while holding them accountable for their actions and commitments.

## **7. Power of the Gospel**

The church believes in the power of the gospel for salvation of souls and healing of body, mind and spirit.

## **G. Our Mindset - Who We Are**

**1. We will focus on God's throne.** Believing that each person's first mission in life is to glorify God and exalt His Son Jesus who is our Lord. It is His Kingdom that we establish in His Name.

**2. We will honor God's Word.** It is our absolute authority in our personal lives. We become free through its truths alone, we are guided by it, and by its teaching we will grow into the likeness of Jesus Christ.

**3. We will obey God's call.** We will be a people who will willingly serve others through whatever means at our disposal.

**4. We will invite the power of God to be with us.** People who through prayer and intercession, believe that all things are possible to those who believe the promises of God and seek Him in faith.

**5. We will extend God's Love.** We will be accepting of all people being non-judgmental, knowing that Jesus commands brotherly love toward all members of the Christian family.

6. **We will welcome the Holy Spirit of God.** According to Jesus command, we believe that the Spirit's comfort is for our restoration and His fullness and anointing are essential to enable our daily service and witness for Christ.

7. **We will serve God's people.** We will minister to individuals knowing that marriage and family are ordained of God, we will nurture and help strengthen homes with the belief that there are none who are unimportant, that all are significant in the purpose of God.

### **III. Program Services**

#### **A. Management Structure**

See chart

#### **B. The Focus of Our Ministry**

As a church we believe that God has called us to.....

##### **1. Fulfill the Great Commission.**

Acts 1:8 You shall receive power after the Holy Spirit has come upon you and you shall be my witnesses in Jerusalem, all of Judea, Samaria, and the outer most parts of the world.

##### **2. Fulfill the Great Commandment**

Matthew 22:37 & 39 "And He said to him, "You shall love the Lord your God with all your heart, and with all your soul, and with all your mind. The second is like it, you shall love your neighbor as yourself."

##### **3. Fulfill the Great Concern**

James 5:16 "...and pray for one another... .The effective prayer of a righteous man can accomplish much."

##### **4. Fulfill the Great Calling**

Psalms 148: 6 "Praise the name of the Lord, for he commanded and you were created! Praise ye the Lord!

#### **C. The Purpose of Our Ministry**

##### **1. Closer Through Our Walk**

All Christians should seek to fulfill the reason why they were created (Ps148:6), that is to have every spoken word, every action, every reaction and every thought, to be acceptable as a personal worship offering to God. Being

a church committed to exalting the name of the Lord Jesus Christ. As we draw closer to Him with our praise, He will draw neigh unto us. "That His presence will inhabit our lives" (Ps. 22:3). Worship the Lord your God, and Serve Him only. Matthew 4:10

## **2. Stronger Through Ministry**

The New Testament paints a picture where all Christians are called "saints" and all are to be co-laborers with Christ in the building of His church. Prevailing churches are churches filled with people who have discovered their God given passions and spiritual gifts. We as a church are responsible for the equipping of all the members so that they are fruitful and fulfilled. It is a church where people are becoming more like Christ; discipleship in our thoughts, feelings, and actions. "...that the "saints" of God may be adequate, equipped for every for every good work. II Tim. 3:17

## **3. Larger Through Evangelism**

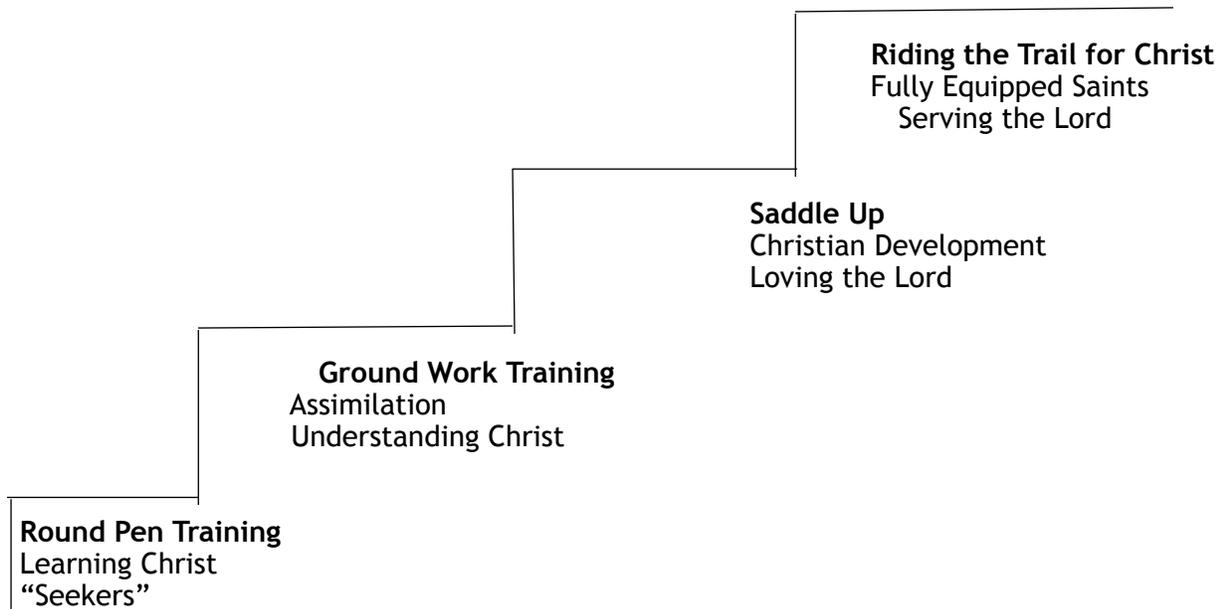
The church is called to witness into all areas and all peoples. Jesus called and empowers us to reach out to the lost souls, to the lost one of the ninety and nine, around us, to those who have not become committed to Him. We are the hospital for the hurting. "But you shall receive power when the Holy Spirit comes upon you, and you shall be my witness in Jerusalem, all Judea, Samaria, and to the uttermost part of the earth." Acts 1:8

## **4. Sharper Through Fellowship**

According to the Bible, all Christians are part of one family, with Christ being the head. As a family we are called to comfort, exhort, encourage, and LOVE one another. By our love people will know that we are His disciples. Christ centered relationships--THAT'S FAMILY. We are called to serve one another and then reach out to our lost family members. "A new commandment I give you that you love one another, just as I have loved you, that you love one another." John 13:34

## **D. The Process of Our Ministry**

Branded Cowboy Church has developed a set of progressive steps to lead an individual from being the one helped to the one who serves and leads. Our aspiration at Branded Cowboy Church is that all individuals would become a fully-devoted disciple of Christ. A disciple-making plan must be the heart of any church that is going to effectively reach its targeted community. We have a four step program to help individuals reach their full potential.



### STEP ONE - Round Pen Training

**Round Pen Work:** In horse training you start introducing the horse to you and the type of occupation you want the horse involved in through a round pen. You get them into the pen and begin to connect with them. At Branded Cowboy Church we have to get individuals into the door of the church (round pen) so that God can connect with them. Evangelism must be one of the highest values of our church. We have been commissioned to become persuasive communicators of His love and truth. WE MUST find ways to evangelize in our neighborhoods and community. Branded Cowboy Church must be involved in outreach ministry and events to bring the “harvest” to Christ. The individuals we are trying to reach carry the label of “seekers.” They are individuals who are searching for answers in their life. “Seekers” are the individuals Jesus was talking about, in Matt. 9:38 “...the harvest is plentiful...” They are ripe and ready just waiting for the laborers to do their part. Unfortunately, these “Seekers” are so skeptical about church that they will often refuse to attend a service in order to check it out. We must find other means to lure them into the church. We will do this through individual and corporative efforts of outreach. The church and every individual must be “disciple makers.”

We believe that the most important way to lure “Seekers” to the church is through developing individual relationships of integrity with someone in the church. This is the first step in the process of our ministry, personal evangelism. Helping every believer understand and know how to develop these individual relationships with neighbors, coworkers, and strangers. In other words, every believer becomes a disciple maker of men. This is done when believers let their light shine in these personal relationships with neighbors, co-workers, and strangers. A believer’s light shines by practicing the “one anothers”: love one another, pray for one another, encourage one another, build up one another, and help one another. This means everyone who believes in God

should be involved in personal evangelism. This area of personal evangelism at Branded Cowboy Church will be called “P.E.N.,” an acronym for Personal Evangelism to Neighbors. It is the Church’s duty to see that individuals have an opportunity to reach their potential in “P.E.N.” training, development and implementation. Understanding it is not our job to save people but to sow, water and help P.E.N. Along with P.E.N.ing, personal evangelism, the church, itself, must be involved in corporate evangelism. Corporate evangelism, “T.E.A.M.” (Train and Energize All Members), will use events to lure individuals to Christ, such as picnics, chili cook-offs, rodeo, roping, horse shows, trail rides, spiritual and secular trainings, concerts, holiday events, Bible school, and small groups. We believe that a “Seeker” will generally investigate Christianity and visit Branded Cowboy Church through these events. These ministries will be presented to the community as attractions for salvation and getting individuals involved in the church.

We will not resort to coercive tactics, but will lovingly and patiently assist people in their investigation of the claims of Christ. When new people attend due to P.E.N.ing, T.E.A.M. or on their own we want a process in place that will better insure that they develop a relationship of integrity with God and someone in the church. We do not want a revolving door where individuals are going out as others are coming in. We believe the “seekers” should be welcomed at events and before services, in the parking lot, in the arena and at the door by members. We will strive to be polite, helpful, and informative. We want everyone to be and feel welcome. We need to understand that “a friend is a stranger we haven’t meet yet.” We don’t want anyone coming to our functions, events, or services and feel shunned. We will strive to have greeters and hospitality people at every function, event or service. Their main function is to greet, inform, make visitors welcome and introduce them to other people in the church.

All “Seekers” will be directed towards a “Hospitality Center” where they will be able to get drinks, information about the church and its services, a gift from the church and a warm welcome. According to Rainer, Reaching the Un-churched, if a visitor makes a connection with individuals in the church it increases the likelihood of that person returning drastically. We want to train our members to understand that it is their responsibility to seek a relationship with individuals sitting next to them.

We will train certain individuals in the church to be “Trainers.” Their function will be to find “Seekers,” get to know them and find out some information about them. The “Trainers” will then try to introduce the “seekers” to members with similar background: i.e., if a person team pens, introduce them to those who team pens in the church. Also, the “Trainers” will write down the information on the visitor and get it to the church office. We do not want anyone falling through the cracks.

The main function of the greeters, Hospitality Center, and “Trainers” will be to get as much information as possible about individuals that visit and attend our services, events, ministries and functions. We want the individuals to share with us the information without using pressure. We want to be careful not to offend “seekers.” These names will allow the church to follow up with a letter of appreciation.

## STEP TWO - Ground Work

**1. Ground Work:** Ground work is the art of teaching the basics you desire in a horse. It is the foundation of what that horse will become and how well it will perform. After a “seeker” makes the courageous, life-changing decision to become a Christ-follower, the next goal is to see them become a “Connected Christian,” connected to the Heavenly Father, to other Christians, and the church. Many people wrongly assume that they have arrived when they accept Christ but that is just the first step in the process of many in one becoming His disciple. The new believer should continue to attend the Monday evening service to become grounded in the foundation of what it is to be a Christian. This will help them to know more and grow in Christ, as well as provide opportunities to become acquainted with other people. At this point in their new life they need to join classes designed to help them mature and find their place of ministry for God.

**2. Rein Training:** Teaching a horse how to follow directions and commands are one of the most important fundamentals a horse can learn, so it is with a Christian. This class covers basic topics and tools one needs to follow Christ such as how to study the Bible, how to pray and its importance, importance of water baptism, key elements of who God is, how to listen to God and what it is to be a Christian.

**3. Tack:** Each event a horse performs in requires a certain kind of tack. Having the right tack for the right event is important. Also, for the horse to be familiar with the tack is just as important. This class will cover the vision and mission of Branded Cowboy Church. It will explain all the ministries of the church and offer a Spiritual Gift class. After completing these classes, we will do a ministry capability profile on each individual to let them know what ministry they are best suited for. We will try to give each individual the “TACK” they need to be successful - the right tool for the job.

**4. Outfitting:** The person working with horses and the horse must become familiar with the tack they will wear as they perform. How it feels and works with the horse. As Christians we need to know how it feels to partner with Christ as events take place in our lives. This class covers basic topics one needs to be able to ride with Christ such as one’s responsibility to God, one’s responsibility to the church, the church’s responsibility to them and the community, what the church believes and why one should be a member of Branded Cowboy Church.

## STEP THREE - Saddle Up

**1. Saddle Up:** Once an individual has been assimilated with God and has become a member of the church, their ongoing motivation should be to become a mature Christian. Attendance in church services, Bible studies, developmental classes, is crucial towards a person maturing in the Lord. These programs are designed to help individuals experience and learn worship, the Word, prayer, communion and how to develop a great relationship with God and other Christians. It is also one of the avenues that individuals can practice the “one anothers” from the Bible. It has been

clearly demonstrated that personal growth and health of our church family are directly related to ones attendance at these programs. Branded Cowboy Church will offer four primary training steps for those who are serious about continuing their growth:

**2. Getting On:** This course is designed not for those who want “extra credit with God” but for all who want to know God personally. It will be a course of intense prayer and Bible study. The first 15 to 30 minutes will be spent in prayer for the church, the lost, nation and church family. This class will take a scriptural study approach of the Bible. It will teach individuals how to resist the devil and draw neigh unto God.

**3. Round Pen Riding:** This course seeks to strengthen individuals in spiritual maturity so that they can become ministry leaders, teachers, lay leaders, etc. It seeks to help individuals find their strengths and weakness, their purpose in life and develop leadership skills.

**4. Arena Riding:** Once an individual has learned Ground Work and Round Pen Riding they are now ready to help others. One must learn to saddle and ride before they can help others. These courses will better equip the individual to fulfill the ministry God has given them; Teacher Training courses, Elder training, lay training, How to become a disciple of Christ, How to make disciples, etc.

**5. Hitting the Trail:** This is a system, “Lessons,” geared to assist the maturing Christian to communicate the love of Christ to un-churched friends, relatives and acquaintances. These courses will teach individuals how to use non- threatening, non-invasive sowing techniques. Also it will show individuals how to water seeds that might have been planted and watch as God causes growth.

## **Step Four - Riding The Trail:**

The final step for every Christian is to be a disciple-maker. It was Jesus’ goal for His disciples (Matt. 28:19-20). Healthy livestock reproduce. Shepherds don’t make sheep - sheep make sheep. Clearly, the goal of every authentic follower of Christ should be to reproduce. The role of the church at this stage is that of the “equipper” (trainer) to help individuals learn and grow. They deepen their personal relationship with God.

**1. Trail Riding:** These courses are designed to help teach individuals how to make disciples of people they come in contact with. Finding God’s purpose for their lives and fulfilling that purpose.

**2. Endurance Riding:** These programs will include being involved in Prayer team ministries, Bible study groups, spiritual warfare training, and ministry outreach programs. Programs that will train and equip individuals into having a deeper relationship with God and helping others.

**3. In conclusion:** Our success as a church will be determined by how many we get to the top step of the process. Certainly we are ecstatic when people become Christians. The scriptural mandate of Matthew 28:19 is clear. We are to produce disciples or followers of Christ. The principles in this process are the patterns used in Scriptures. The process will only succeed when we work together as a team, pray together as a body, and press on towards the goal in the power of the Holy Spirit. Together we will make a difference in our community.

## **E. Program Strategy**

### **1. Short Term Goals**

- a. In September of 2016, we were informed by the District Office that we would be receiving \$14,785 from an anonymous donor. However, we had to make a plan on how we would spend this money before we would actually receive it. On September 19, 2017 we met as a church in order to brainstorm how we should best utilize this money. We met again on 9/26 and it was determined that we would use the money for outreach purposes in order to grow the church so that it can become self-sustaining. The following is the tentative plan:
- Outreach truck and trailer - April 2017 (trailer and truck have been purchased. Only modifications need to be made.)
  - Arena footing - June 15, 2017 or by our first horse show
  - Training for outreach - to be determined
  - Logo update - February 2017
  - Grant writer specifically targeting a building
- b. Write an application form, qualification requirements, and contract for those who want to be trained for outreach events with the designated donated money.
- c. Need to fix the fencing in the arena. Caleb is checking into the possibility of using Tamarack trees.
- d. Bleacher for the arena
- e. Grub Line Café wagon

### **2. Future Plans**

- a. Church building/arena

## **F. Personnel**

1. Currently we have a Senior Pastor and Associate Pastor
2. BCC will be primarily volunteer run.
3. Elders will be appointed by the church Pastors
4. Advisory Board will be made up of a representative of each ministry and will be selected by each committee representing their targeted area.

5. Trustees will be selected by the advisory board.
6. Qualifications and responsibilities will be written for elders and all ministry leaders and teams.
7. In the future we plan to have paid Pastors and Arena Manager/ Caretaker

#### **G. Professional and Advisory Support**

1. Our District Business Manager will assist with our incorporation and other business needs upon request.
2. American Fellowship of Cowboy Churches is organized to resource and help develop Cowboy Churches through training, assessment, coaching, and communication.
3. Strategizing with other Cowboy churches throughout the US. One church would be Cowboy Country Church, Mineral Point, Wis.
4. Dawn Taylor, Professional horse judge.

### **IV. Marketing Plan**

#### **A. The Need**

MN is ranked 15<sup>th</sup> out of all the states for its equine activities and horse ownership.

#### **B. Perspective Members**

The Western Heritage unchurched unbeliever, and believers who have been turned off to the church and possibly to God who are not plugged into a church body. They may even feel that God and the church are irrelevant.

#### **C. Benefits/Niche**

1. We will be a church that is culturally relevant while remaining biblically correct while using western style music, equestrian events, livestock activities, along with other current, creative and effective means to support Biblical teaching.
2. We offer weekly Cowboy meals that are open to the public, no questions asked.
3. The church services operate around show schedules so that it does not interfere with the weekend cowboy's activities. This also allows for more outreach into community events.

#### **D. Competitive Review**

Currently there are no other Cowboy Churches in Itasca County. We would be the first church with these unique characteristic. We have only been able to locate 6 other Cowboy churches in MN.

#### **E. Promotional Strategies**

1. We have a website that is under construction.
2. We have a Facebook page.

3. We have a phone app that people can download.
4. The outreach trailer will be a means of advertising
5. Informational booths at Vendor shows and events
6. The Saddle Club and GEM Ministries will be a means of advertising.
7. Promotional items, such as, pamphlets, pens, mugs, t-shirts, letterhead, business cards.

#### **F. Potential Partners**

1. Block Saddle Company
2. Junction C

#### **V. Financial Statement**

- A. Startup Expenses**
- B. Cash Flow Projection**
- C. Monthly Expenses and Budget**

#### **VI. Financial Plan**

- A. Fundraising Events**
- B. Grant Writing**
- C. Charged Services**
  1. Once the indoor arena is built, we will be able to rent it out to other organizations.
  2. Speaking engagements to outside organizations
  3. Specialized clinics

#### **D. Why Give**

1. It is a Biblical command
2. Tax deduction
3. Agree with our vision

