



# FaithSpaces

An educational newsletter designed to provide useful information for the 21st Century church.

## THE BUILDING PROCESS FOR PASTORS | PART 2:

# CHOOSING YOUR DELIVERY SYSTEM

Victor Irwin  
Vice President  
Church Division  
G.L. Barron Company



Vision. Energy. Growth.

A Division of  
**Wink Construction, Inc.**

4007 East Eichel Avenue  
PO Box 8066  
Evansville, Indiana 47716  
Telephone: 812.476.4200  
[www.faithspaces.com](http://www.faithspaces.com)

## Contents

### Page 1:

- Choosing Your Project Delivery System

### Page 2:

- Choosing Your Project Delivery System (continued)
- Multi-Site Church Model

### Page 3:

- Reaching Out Through Church Marketing

### Page 4:

- Should Our Church Go Multi-Site?



A delivery system is the methodology used to bring a church's vision for the need of additional facilities into the reality of new buildings. The two most popular are **Design/Bid/Build** and **Design/Build**.

Church building committees spend countless hours wrestling with the approach they will take to design and build their new facilities – and with good reason. Construction remains the number two most litigated industry in America behind the medical industry. In fact, almost 20 cents of every construction dollar goes toward claims and litigation. So how does a church protect themselves from becoming a statistic while building positive relationships with their designer and builder? By understanding the primary delivery systems available and the advantages of each.

## Design/Bid/Build

**D**esign/Bid/Build, or Hard Bid, is the most familiar of the two systems. The sequence of events begins with the church selecting a designer. The designer discovers the needs of the church, creates a design, and then uses plans and specifications to solicit bid from a handful of qualified general contractors. During the construction stage, the designer inspects for quality control and acts as the customer agent/representative in cases of dispute with the builder.

### ADVANTAGES

- The designer is selected based on his specific experience with the type of project the owner desires.
- Open bidding to multiple general contractors allows for the lowest initial cost for the project.
- The designer provides checks and balances for the owner throughout the process.

### DISADVANTAGES

- Lack of teamwork with the builder during the design phase can result in numerous change orders that significantly drive the cost of the project up over the initial cost.
- The designer's estimate to establish project budgets may only be moderately accurate due to lack of builder involvement.



An organization dedicated to helping the Christian church in the area of facility expansion.

(continued on page 2)

## CHOOSING YOUR DELIVERY SYSTEM *Continued from cover*

### Design/Bid/Build

#### DISADVANTAGES *continued*

- The actual cost of the project is neither known nor guaranteed until the construction documents are complete and the bids are received. This sometimes results in the owner paying for a fully completed design that they cannot afford to build.
- The owner retains the risk of errors/omissions in the documents, not the general contractor.

### Design/Build

In Design/Build, one contract covers both the design and the construction of the project. The key to the success of Design/Build is that the designer and builder are partnered together from the very beginning of the project. With designers and general contractors under the same roof, finger pointing and fault finding ceases. Most design/builders still hard bid the sub-contracts and thus the only item negotiated is the general contracting fee. A study at Penn State University found that **Design/Build resulted in 6% less project cost, 10% less change orders and was 23% faster than other delivery systems.**

#### ADVANTAGES

- There is a single source of responsibility.
- Pre-construction estimates are highly accurate due to early builder involvement.
- A guaranteed maximum price is established. Change orders arise only from client directed changes in project scope.
- The design/builder retains the risk of errors/omissions in the documents, not the owner.

#### DISADVANTAGES

- Some design/builders may not have designers with the experience needed for a specific project.
- If the design/builder does not employ AIA certified architects, the owner risks not having checks and balances throughout the process.
- Some design/builders are not “open book” with their sub contractor bids and/or final costs.

To help you decide between delivery systems, ask your designer and/or builder how you can **AVOID THESE 3 STATEMENTS:**

*“Our architects designed something we can't afford to build...”*

*“We came in way over budget due to change orders...”*

*“The architect says it's the builder's fault and the builder says it's the architect's fault...”*

## MULTI-SITE CHURCH MODEL

### YOUR CHURCH IS GROWING; SHOULD YOU GO MULTI-SITE?

*(Article except from Church Solutions Magazine By Jim Tomberlin)*

Healthy, fruitful, growing churches multiply. These churches maximize their facilities with multiple services. They run out of room in the parking lots. They are consistently full with 80 percent or more attending their optimal inviting services on Sunday mornings (10 a.m. to noon).

**Multiplying churches are outward-focused.** Their motivation isn't just to fully use their facilities, but to fully maximize their redemptive potential. Facilities are not their end game, just tools used in reaching and serving more people. They focus not only on the size of the congregation but also the size of the harvest in their community. They know that the majority of people in their community don't

go to church anywhere. They are not content to just have a big congregation; they want to change their community for good.

Multiplying churches are pregnant – ready to give birth to more campuses or congregations. **They see church multiplication as a natural by-product of a healthy church and the best strategy for reaching more people.**

Multi-site Church Principle: Multi-site is not a fad to jump but a proven strategy to reproduce healthy, fruitful churches.

Is your church a blessing? Is it fruitful? Then go forth and multiply!

# These are so foundational for Church growth.

## REACHING OUT TO YOUR COMMUNITY THROUGH MARKETING

### 5 INEXPENSIVE MUST-DO'S FOR CHURCHES



By Mark MacDonald  
PinPoint Creative Group, LLC

The economy is definitely struggling. The mainstream media keeps reminding us. Even if reality doesn't get reflected in the publicity, the average person in the pew feels like there's added pressure on their wallet. And sadly, the church often feels the effect in the offering plate.

But according to recent polls by Leadership Network and Church Executive Magazine, the church is growing and the majority (56%) of the churches surveyed aren't affected negatively by these tough economic times. 74% said that they expect their income to grow in 2009.

Even with this positive news, the church needs to be cautious about how much they're spending. So what about the "Go into the highways and byways and compel them to come in" costs? You know, marketing. What are you doing?

Churches that are growing have a strategic marketing plan. A good solid direction for developing a "brand" that a specific audience is looking for.

The question we regularly hear is, "can we afford it?" Or, "isn't it expensive?" Well, it doesn't have to be. Here are the basics that must be done for every church. And surprisingly, they cost very little in comparison to their return. And some are even free!

**1. Develop a Story.** Every church has a story. It could be historical. Or it could be about impact. Everyone likes a story. They're passed on from generation to generation. Think Billy Graham, think salvation. Think Rick Warren, think purpose. Think Michelin Tires, think safety.

These are the stories that get wrapped around people or companies. Your church needs to identify your audience; those attending (and who you want to attend), and then think about the positive "story" that is quickly told about your church.

What is it that someone replies when they're asked, "Why do you go to First Community Church?" Decide on the story that connects with the most, and then communicate it everywhere, consistently. Make sure that everyone who comes to your church knows it. And they will quickly tell others.

**2. Word of Mouth.** I let a bit of this slip into the last point. If you have a compelling story that reaches your audience and motivates them, they will tell it. Give them reason to. This is the cheapest and most effective form of advertising.

**3. Website.** OK, this can get expensive, but ultimately the cost to develop a great, simple website, is far cheaper than the amount of advertising and printed materials it would take to reach the people who will come to your site. You can read more at [www.pinpointcreative.com/churchperspective](http://www.pinpointcreative.com/churchperspective) for 10 Commandments of Good Church Websites.

**4. E-Blast.** I hope you have emails of your members and you have determined to build an email database (make sure you have a solid privacy policy). You will save countless dollars if you develop an online method to reach your audience.

Constant Contact has the ability to inexpensively create great-looking templates to send professional html emails to your list. And they also give you the ability to manage those lists with options to opt out of the list, get stats on who reads them, who forwards them, etc. Just make sure that your content is worth receiving and that the template looks like your "story" or brand. Be consistent!

**5. Blog.** Web 2.0 is based on interactivity. People want to interact. That's why MySpace and FaceBook are so popular. As a Pastor in the pulpit, you have important things to say, but it's difficult for the congregation to let you know how they're feeling. Wouldn't it be great to know?

Blogging is the easiest way for this to happen. It's fairly easy to set up a blog on your website. WordPress or Blogger does a lot of the work for you. It allows you (and others on your staff) to write ideas and thoughts. And it allows people to comment and interact.

This would be a great time to remind you to blog about your "story". It'll become an outreach tool. You reach your "regular" audience and also a worldwide audience that will find a well-written blog.

**Churches that are growing have a strategic marketing plan. A good solid direction for developing a "brand" that a specific audience is looking for.**

These are so foundational for Church growth. The process will take time, but ultimately will have huge returns. It's being tried and proved over and over again in the business world, and we're also proving it with churches that we help walk through this process.

Can't do it all? Start at least with the "story" and you've won half the battle. Of course, you have to start thinking about how to get the story out. And then the fun begins!

*For more than 20 years, Mark MacDonald has been helping businesses and churches establish themselves so they can enjoy growth. He's a national associate member of the NACDB and sits on the Church Solutions Conference board. His heart of a teacher is evident in his writing, consultation and blogs. He can be contacted at [mark@pinpointcreative.com](mailto:mark@pinpointcreative.com).*

To sign up for our E-Newsletter go to the **Contact** page on our website and check "Subscribe Me"



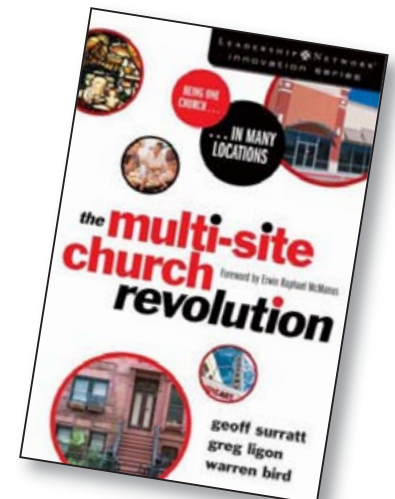
This newsletter was produced using recycled paper.

## SHOULD OUR CHURCH GO MULTI-SITE?

KEY QUESTIONS FOR MULTIPLYING CHURCH IMPACT *(From Church Solutions Magazine)*

1. Is your church growing at least 5 percent a year?
2. Is your church facility 80 percent full at optimal inviting hours?
3. Is your church meeting resistance to campus expansion because of zoning rules, environmental concerns or traffic congestion?
4. Does your church have a good reputation in the community?
5. Do you want to release more people into high impact, meaningful ministry?
6. Do you want to launch new congregations in your region that are healthy, sustainable and reproductive?
7. Do you want your church to be more accessible to more people in your region?
8. Do you want to reach and serve more people in the most efficient and cost-effective way?
9. Is your church healthy?

If you can answer "yes" to any of these questions, your church is a good candidate to consider going multi-site.



**Want to learn more?**  
**Check out:** *The Multi-Site Church Revolution: Being One Church in Many Locations (Leadership Network Innovation Series)*

*Jim Tomberlin is a pioneer and strategist in the multi-site church movement. He's pastored a church in Germany, grown a megachurch in Colorado Springs, Colo., and pioneered the multi-site strategy at Willow Creek Community Church in South Barrington, Ill. He leverages three decades of pastoral experience to help churches fulfill their destinies.*