





## TABLE OF CONTENTS

2 RoadMap to 2020

3 Community Snapshot

4 Purpose and Process

5 RoadMap Explanation

6 Restructure Staff

7 Holistic Stewardship

9 Next Generation

10 Media and Technology

11 More Like Heaven on Earth

13 Equip Believers

14 God's Heart for the World

15 Expand Headquarters

17 Highlights



**MCKINNEY IS UNIQUE  
BY NATURE AND SO IS  
FIRST BAPTIST CHURCH!**

We have a special mission from heaven. We are not a status quo church. We have been given much. God has strengthened this church throughout her 135 year history for "such a time as this." This is First McKinney's moment in time to change the world and connect with our neighbors, the nations and the next generation!

*"Write down the revelation and make it plain on tablets so that a herald may run with it." Habakkuk 2:2*

Together we can take the first steps towards the RoadMap to 2020. This brochure is vision on paper so that you may run with it!

# COMMUNITY SNAPSHOT

## MCKINNEY TEXAS



The nation continues to recognize McKinney as a standout community including the August 2010 issue of *Money Magazine* ranking McKinney #5 on their list of the Best Places to Live in the country. Factors considered included employment, schools, crime and safety, as well as overall quality of life aspects including a feeling of community pride. According to the listing, McKinney's Historic Downtown and hometown spirit set the city apart from the rest of suburban America. McKinney is a picturesque city with a small town feel that is quite different from the Metroplex's urban sprawl. Our friendly charm, green spaces and comfortable pace belied the fact that McKinney, with a population of more than 133,500 is recognized as one of the fastest growing communities in Collin County as well as the United States for cities with a population of 50,000 or more.

Courtesy of [mckinneytexas.org](http://mckinneytexas.org)

# 133,500

2011 population  
McKinney, Texas

## THE WORLD IS AT OUR DOORSTEP

### HOW WILL YOU RESPOND?

## ACTS 1:8

### Population & Projection for Collin County



### POPULATION OF MCKINNEY BY AGE

Under 18	31%
18-24	9%
25-44	36%
45-64	16%
Over 65	7%

# 84%

Number of unchurched in McKinney Easter Sunday 2011

# 62%

Percentage of non-Baptist that attended church Easter Sunday.

# 4,875

on campus for FBC 2011 Easter Sunday

# 2,591

Average 2011 FBC worship attendance

# 1,766

Average FBC Bible Fellowship Group attendance in 2011

# 36

2011 Average age of FBC member

# 31

2011 Average age of population in McKinney, Texas

### POPULATION OF MCKINNEY BY RACE

65 %	White
18 %	Hispanic
12 %	African American
4 %	Asian
1 %	Other

## BECAUSE LOST PEOPLE MATTER TO GOD

First McKinney's vision is to lead people on a life-changing journey to find and follow Jesus Christ. Our purpose is to make disciples of our neighbors, the nations and the next generation. The process of discipleship is centered on four key words: **Love, Grow, Serve and Share.**



**LOVE**

**LOVE** as God loves.

*Ephesians 5:1-2 "Be imitators of God, therefore, as dearly loved children and live a life of love, just as Christ loved us and gave himself up for us as a fragrant offering and sacrifice to God."*

**Why? To help our community find and follow Christ!**



**GROW**

**GROW** to be like Jesus.

*John 14:15 Jesus said, "If you love me, you will obey what I command."*

**Why? To help you grow to be more like Christ!**



**SERVE**

**SERVE** others.

*Matthew 20:28, "The Son of Man did not come to be served, but to serve, and to give his life as a ransom for many."*

**Why? To help you find your place of service within the church!**



**SHARE**

**SHARE** Christ with the world.

*Acts 1:8 "But you will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth."*

**Why? To help you live missionally, think globally and become the hands and feet of Jesus in your world!**

In the pages to follow you will see major initiatives to help us grow as followers of Christ and engage our community and world with His love.



## **TAKING THE NEXT STEPS ON THE JOURNEY**

In the fall of 2011, Pastor Richard brought groups of leaders from various ministries together in several casual settings to share a vision for First McKinney and listen to where God is at work in His church. Over 250 members gave feedback. Thus began the journey....

The initiatives and dreams written in these pages are designed to be a directional *RoadMap to 2020* for our faith family. First McKinney has a great history of joining God in His work. Will you join us in believing, belonging and becoming all God would have us to be.

- A church for seekers and believers.
- A church for every age and race.
- A church where everyone is fully surrendered to the Holy Spirit.
- A church exercising her God-given gifts in a joyful and fulfilling service.
- A church where lost people matter.
- A church that seeks to reach her neighbors, the nations and the next generation.

This *RoadMap to 2020* will allow First McKinney to celebrate being a selfless Church with God's heart for our community and the world. The "Christ Life" is a journey, not a sprint. Please read, discover and determine how you can be involved in something that is bigger than any one of us...that will outlive us....

# RESTRUCTURE STAFF TO REFLECT THE VISION

The goals on the *RoadMap to 2020* will require a restructuring of staff in two key areas. Based on the Love, Grow, Serve & Share model of discipleship, there is a natural grouping between church ministry (Love and Grow) and church mobilization (Serve and Share). An Executive Pastor over each area will equip us to make strategic decisions for greater Gospel impact and discipleship.

## NEXT STEPS:

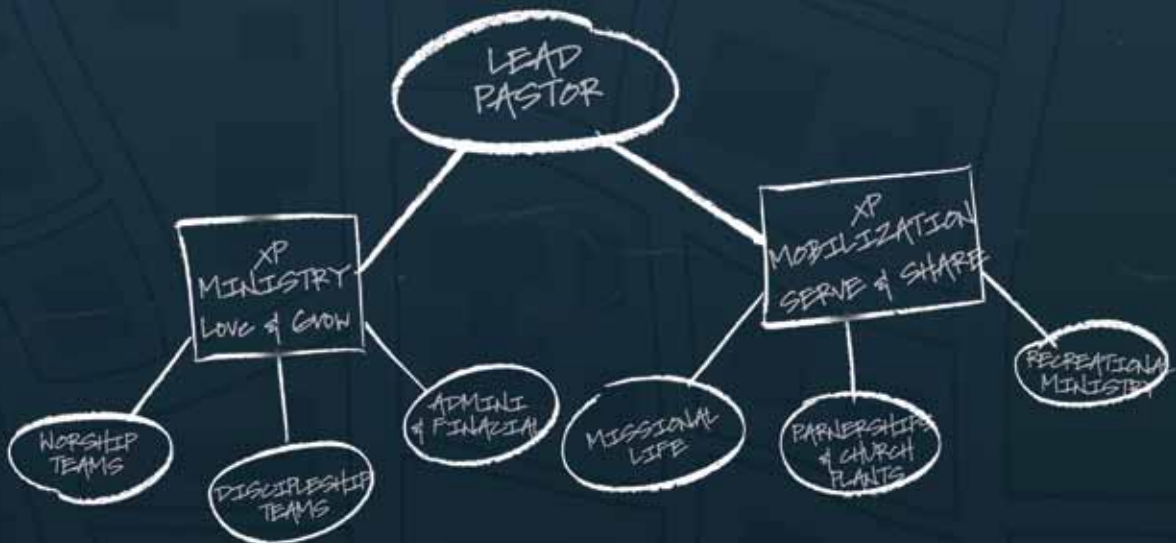
- Restructure Staff to accomplish our vision and purpose

## STAFF STRUCTURE FOR LOVE & GROW

- **Executive Pastor of Ministry Development** – Spiritual Growth, Development, Kingdom Life, Staff Coordinator for Love/Grow, Operations and Finance

## STAFF STRUCTURE FOR SERVE & SHARE

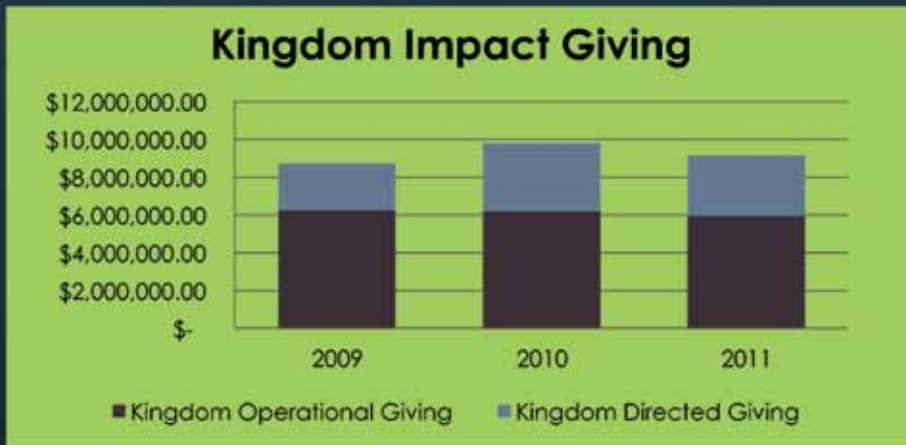
- **Executive Pastor of Mobilization** – Missions, Evangelism, Outreach, Kingdom Impact, Church planting, Advocacy, Community Engagement, Recreational Outreach, Mission Trips



# DEVELOP A HOLISTIC APPROACH TO STEWARDSHIP

First McKinney is a blessed church. In the last three years we have received over \$27.6 million for investment in God's Kingdom. In 2011, we received \$5.9 million through budget giving for ministry development and \$3.2 million in directed giving, which includes funds for missions and campus development. In the past, we have only

celebrated the traditional budget piece. However, we are expanding the conversation to include ministry development, as well as, directed giving for campus development and missions. This approach provides a more holistic view of all that God is doing through our financial stewardship. In 2012, with this approach we prayerfully anticipate receiving over \$10 million to invest in Kingdom causes of missions, ministry and campus development.



The budget priorities reflect the responsibility and the privilege we have of being about Kingdom business. Over the past three years, First McKinney has given over \$27.6 million for Kingdom work locally and around the world! Here are just a few of the ways God has used that investment:

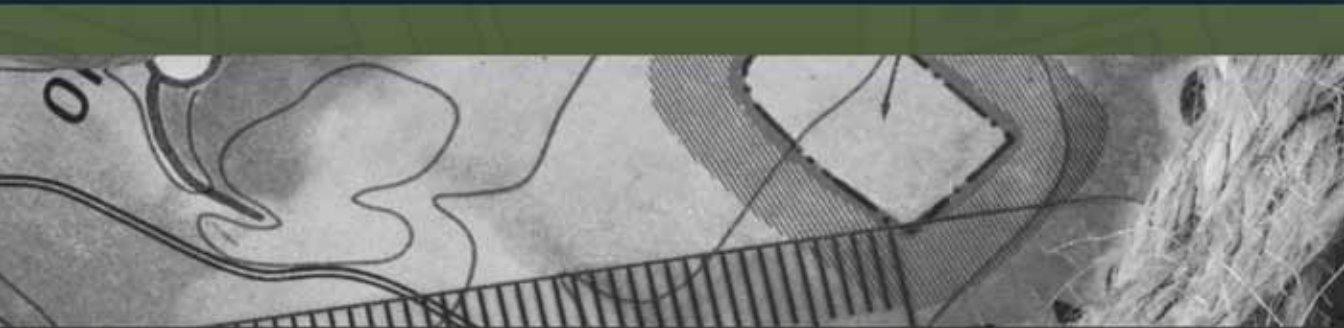
- **Finch Elementary** volunteer mentor program.
- Launch of **Open Table** in partnership with DV8 to help mentor families walking through poverty.
- **DV8** partnership with McKinney Housing Authority to bring the Gospel to the children at Merritt Homes.
- Formation of **3E** Partnership which mobilizes the Body of Christ through collaboration of many churches, faith-based entities, social agencies and businesses.
- Presented the Gospel to over 9,000 people who came through our campus to experience **Christmas Journey**.
- Provided \$1.3mm for **denominational mission projects** including the Cooperative Program, Annie Armstrong, Mary Hill Davis, Lottie Moon, and Gilbert Callaway.
- Funds to establish and support a **Missionary House**, which provides living accommodations for missionaries returning from the field on furlough.
- Continued development of Hosetta School for the disabled in **Sierra Leone** as well as an sustainable agriculture project, and micro business employing orphans and war widows.
- **Clean water projects** in Sudan.
- Church plants and skill training in **Iraq**.
- Intensive medical training and equipment for **Mengo Hospital in Uganda**.
- Training youth leaders in **South Africa**.
- Supported **relief efforts** in Haiti, Alabama and Missouri.

**“LIKE CLOUDS AND  
WIND WITHOUT  
RAIN IS A MAN WHO  
BOASTS OF GIFTS  
HE DOES NOT GIVE”.  
PROVERBS 25:14**

- Safe housing and job training in the **Dominican Republic**.
- **Orphan Care** projects impacting over 200 children in Bolivia (Casa de Amor), Zambia (Life Song,) Sierra Leone, and Cambodia (Asia for Jews.)
- **Evangelistic crusades** in Belize, El Salvador, Guatemala, Mexico, Netherlands, Austria, London and many more in conjunction with local partner churches.
- **Backyard Bible Clubs** in McKinney and around the world.
- Continued the spread of the Gospel in **Muslim communities**.
- Deployment of nine full time **missionary families** to South Africa, Sierra Leone, Zambia, and Central Asia.
- Support for **Samaritan Inn** and other organizations fighting to end homelessness.
- Help launch both **Spanish and Chinese** language churches.
- **Renovation and expansion** of Louisiana Street Headquarters Campus.
- **519 baptisms** recorded and over **150 decisions** by youth to pursue a vocational ministry calling.

**In addition,**

- An estimated \$72,000 over the last three years to sponsor **orphaned children** either through World Vision, Compassion International, or directly through partner orphanages in Bolivia, Zambia, and Sierra Leone.
- \$20,000 by youth through **“30-Hour Famine.”**



# REACH THE NEXT GENERATION

## CHILDREN

Children's ministry provides a safe and attractive environment to partner with parents to train children to become fully devoted followers of Christ.

Children's ministry is committed to sharing Christ with our community and the world.

### NEXT STEPS:

- Develop an age-appropriate experience for grades K-1 during both hours on Sunday morning.
- Create interactive technology to engage parents and children in the worship services.
- Expand ministry targeted to parents with young preschool children.
- Develop a ministry to "tweens" (4-5 grades) that focuses on relevant topics and issues. Create a leadership program to encourage personal Bible study and prayer.

## STUDENTS

Our Student ministry will continue to lead the church in missions, discipleship and evangelism. Through age-appropriate programs we will reach the thousands of teenagers in our community with the love of Jesus and unleash them on our world.

### NEXT STEPS:

- As financial resources allow, develop a Student Center to facilitate and grow what God is already doing in and among our 1,100+ students. This expansion will create additional space for adult groups and a recognized Senior Adult Center located near the Worship Center with designated parking.
- As we grow, develop a year round intern assigned to each school campus that would help reach unchurched kids.
- Develop a monthly family-directed ministry for each grade to involve teens and parents together.

**"DON'T LET ANYONE  
LOOK DOWN ON YOU  
BECAUSE YOU ARE  
YOUNG, BUT SET AN  
EXAMPLE FOR THE  
BELIEVERS IN SPEECH,  
IN LIFE, IN LOVE, IN  
FAITH AND IN PURITY."  
I TIMOTHY 4:12**

## MILLENNIALS

The college and young career singles is commonly referred to as Millennials. This age group represents over 12,000 people in our community. We as a church desire to have a major impact on this age group. Our goal is to bring focus to this missing link in our current family ministry through programming and staff realignment.

### NEXT STEPS:

- Develop a staff position to be devoted to the growth and ministry of this age group.
- Evaluate current programs, such as *Shift*, for young adults and design exciting and new programming to minister to this age group.
- Partner with area colleges and schools to develop fully devoted followers of Christ through Bible studies, discipleship training and events.



The church and our community are on the edge of a technological frontier. Recent advances and the expansion of the internet have put devices at our control that interact with the world in new and exciting ways. A digital mission strategy will reach our neighbors, the nations and the next generation.

**NEXT STEPS:**

- Develop a media strategy so that our campus facilities and web presence reflect the glory of God and enable God's message to all corners of the globe.
- Expand our influence on the web and in social media platforms that reflect the mission and message of First McKinney.
- Use technology, mobile apps and social media sites to create partnerships and learning environments for communicating with all generations.
- Be on the forefront of digital missions by exploring new ways to interact with our community and the globe using new technology and web applications.
- Identify areas to offer our worship services on closed circuit venues such as hospitals, health and fitness clubs, etc.
- As our growth allows, develop a Social Media staff position for worship, Bible study and developing relationships online so our community can find and follow Christ.

# UTILIZE MEDIA AND TECHNOLOGY TO BE CULTURALLY RELEVANT

RECENT LIFEWAY RESEARCH SHOWS THAT MORE PEOPLE ENGAGE ONLINE THAN VISIT THE CHURCH CAMPUS. MORE DECISIONS ARE BEING MADE THROUGH ONLINE PLATFORMS AS THE FRONT DOOR TO CHURCH MINISTRY.



# PARTNERSHIPS

## BECOME MORE LIKE HEAVEN ON EARTH

At First McKinney, we need to reflect the face of our community, by becoming more intentional about learning and growing in racial and ethnic diversity. Because lost people matter to God, we desire to be a church that uses multiple ways to impact our rapidly growing community. The goal over the next few years is to develop a process of both partnering with area mission churches and planting new churches. We desire to use both of these strategies to become a church that looks more like the heaven on earth.

### CHURCH PARTNERS

By partnering with other churches, we will provide physical space and allow time for their ministry to grow and flourish. We will learn from one another and also create a more diverse campus. This partnership process will be developed by the Pastor and the Executive Pastor of Mobilization.



Restoration Family Church  
Pastor: Derrick Scobey  
80-90 attendees

Restoration Family Church is a Bible believing congregation that will be meeting in the Theatre beginning in early spring.



McKinney Chinese Baptist  
Pastor: Paul Wang  
30-40 attendees

McKinney Chinese Baptist Church has been meeting in the Chapel for over one year. The primary language in worship is Chinese.



New Song Korean Church  
Pastor: Joshua Kim  
20-40 attendees

New Song Korean Church is a church plant from New Song Church in Carrollton, Texas. The primary language in worship is Korean. This is their tenth church plant and will be meeting on Sunday afternoons.

LET US STOP SAYING WE LOVE EACH OTHER; LET US SHOW IT BY OUR ACTIONS.

1 JOHN 3:18 (NLT)



Templo de Albanza Ebenzer  
Pastor: Artero Sergovia  
60-70 attendees

Templo de Albanza Ebenzer meets in its new building south of downtown McKinney. The primary language in worship is Spanish. First McKinney partnered with them to build their new worship facility.

**CHURCH PLANTS** Being true to the DNA that is First McKinney, we desire to take the Gospel outside of the walls of our church through multiple autonomous church plants. Under the guidance of the Executive Pastor of Mobilization, a strategy will be developed to launch multiple churches from within our ministries. Our 2012 initiative is Crossroads Cowboy Church lead by Robert Till.

**FIRST STEPS:**

- Plant Crossroads Cowboy Church.
- Plant additional churches every three to four years.



Crossroads Cowboy Church  
Pastor: Robert Till  
New church plant in 2012

Crossroads Cowboy Church is for people who share a love for the country way of living. Crossroads will begin to have public meetings this Spring, including Easter Sunday.

CHURCH PLANTS

# FULLY EQUIP BELIEVERS FOR MINISTRY

First McKinney desires to be a church where everyone is growing in Christ to become fully equipped for their God-given ministry. Strong families are built and Biblical teaching is held in high regard. We want to strengthen each believer as they walk with Christ. Our process is 1+1+1+1 (weekly worship + connecting through a small group + find place of service + mission to share to His love). The equipping/discipleship arm of the church is through our small groups. Groups take several forms at First McKinney. We offer Bible Fellowship Groups (BFG), small groups, men's and women's ministries and several age-appropriate Bible studies. On *The RoadMap to 2020* we continue to refine and make the discipleship process clear, measurable and accountable.

## NEXT STEPS:

- Continue the priority of prayer in personal and corporate worship.
- Create programs and ministries that place a high emphasis on building strong families and strengthening marriages. In addition host marriage and parenting conferences.
- Utilize a university model of study to equip adults on Wednesday nights.
- Highlight special events throughout the year including men's and women's Bible studies, marriage events, and mentoring programs.
- Expand group opportunities on the current campus to embrace 3,000 people in weekly Bible study.

**JESUS SAID,  
"IF YOU LOVE  
ME, YOU WILL  
OBEY WHAT I  
COMMAND."  
JOHN 14:15**





## MODEL GOD'S HEART FOR OUR COMMUNITY & THE WORLD

"Go and Be" are three words that have been infused into the DNA of First McKinney. "Be the Church" means we live the Christ-life beyond the worship gathering. We want to be the model of God's heart for the world. First McKinney strives to equip, educate, and engage our neighbors, the nations and the next generation in obedience to the Great Commission (Matthew 28:19-20.) Through the restructure of staff, we bring a renewed focus and refinement to this area of ministry.

**"BUT YOU WILL  
RECEIVE POWER  
WHEN THE HOLY  
SPIRIT COMES  
ON YOU; AND  
YOU WILL BE MY  
WITNESSES IN  
JERUSALEM, AND  
IN ALL JUDEA  
AND SAMARIA,  
AND TO THE  
ENDS OF THE  
EARTH."  
ACTS 1:8**

### **NEXT STEPS:**

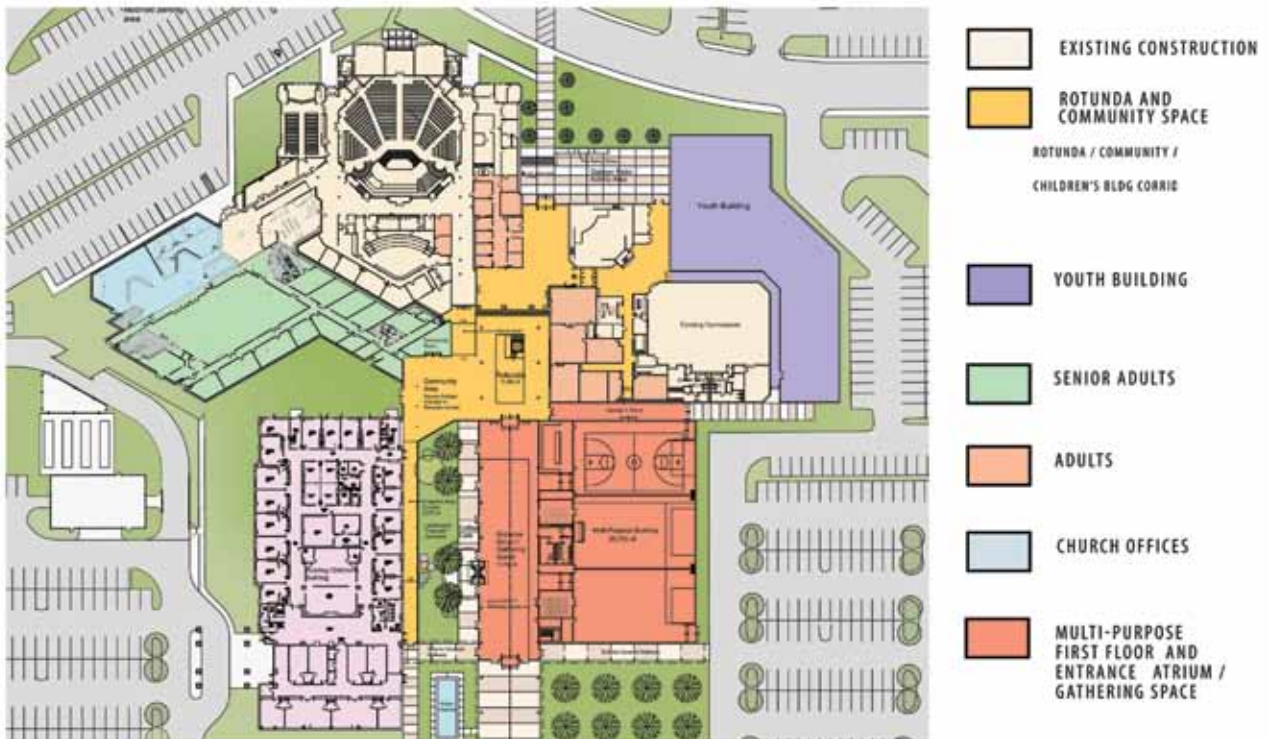
- Continue to be a global missions sending agency. Through our Transform Your World (TYW) Network and our own SBC agencies such as the International Mission Board (IMB) and North American Mission Board (NAMB).
- Train, equip and disciple First McKinney to "Go and Be the Church" in the workplace, ball fields, schools and neighborhood.
- Establish the role of Executive Pastor of Mobilization to be a catalytic leader in taking the Gospel of Christ to our neighbors, the nations and the next generation.
- Align Recreation and Family Sports ministry with mobilization strategy to bring renewed vision and purpose.

# EXPAND OUR HEADQUARTERS TO REACH THE LOST

God has great plans for First McKinney! He has placed us at the entrance to the downtown district and located us in the center of Collin County allowing us to be a regional church. The population in Collin County is expected to double by 2020 and triple by 2030. Simply put, the world is moving to our doorstep and we must answer God's call to expand our base of ministry.

Expanding our headquarters at 1615 W. Louisiana Street is necessary to fulfill God's calling on First McKinney. As our community grows, our present campus will remain the central headquarters. To achieve the multi-site strategy, we must fully develop the Louisiana Street campus to be a world class ministry development and missions sending center that can reach 3,500-3,800 in worship each Sunday. As we maximize our present campus, we will launch additional campuses with 500-700 people to further reach more of our community for Christ. In addition, we desire to plant autonomous churches every three to five years. The first church plant is the Crossroads Cowboy Church in 2012.

We want our community to "Come and See" and experience Christ so we can equip and encourage them to "Go and Be the Church" in our world.



## DEVELOP LOUISIANA CAMPUS

- Additional recreation fields to serve our community.
- Expand parking and create a circle drive around our campus for maximum ingress/egress.
- Increased Connection space for coffee, conversations, ministry and missions.
- Connect the main artery of our campus to the Children's Building.
- Develop a Student Center visible from Louisiana Street. This provide space for adults and a senior adult center near the worship center with designated parking.
- New multi-purpose worship space.
- Additional gym for increased sports outreach.



MASTERPLAN CONCEPT

STUDENT CENTER CONCEPT



CONNECTION EXPANSION CONCEPT



SOUTH ENTRY CONCEPT



# ROADMAP TO 2020 HIGHLIGHTS

God is at work at First McKinney. As we celebrate the past we pause and look to the future. Through prayer and worship we continue to seek the will of God. Today the challenge is to take the next steps to become the church God designed us to be. As we continue to walk in faith our eyes are on the prize and we are reminded that lost people matter to God.

## **RESTRUCTURE STAFF TO REFLECT THE VISION**

- Align staff under an Executive Pastor of Mobilizations and Ministry Development.

## **DEVELOP A HOLISTIC APPROACH TO STEWARDSHIP**

- Approach church stewardship from a holistic approach to include missions, campus and ministry development.

## **REACH THE NEXT GENERATION**

- Introduce additional interactive tools to engage children in worship.
- Build a new Student Center to accomplish goals.
- Assign resources and leadership towards reaching Millennials.

## **UTILIZE MEDIA AND TECHNOLOGY TO BE CULTURALLY RELEVANT**

- Explore and embrace ways to utilize media throughout our community.

## **BECOME MORE LIKE HEAVEN ON EARTH**

- Be intentional about learning and growing in racial and ethnic diversity.
- Invest in Church Partnerships.
- Launch Church plants every three to four years.

## **FULLY EQUIP BELIEVERS FOR MINISTRY**

- Continue the priority of prayer in personal and corporate worship.
- Place a focus on strengthening families, men's and women's Bible studies.
- Utilize a university style on Wednesday nights.

## **MODEL GOD'S HEART FOR OUR COMMUNITY & THE WORLD**

- Continue to be a global mission sending agency.
- Train, equip and disciple First McKinney to "Go and Be the Church"
- Recreation and Family Sports align with the Mobilization strategy.

## **EXPAND OUR HEADQUARTERS TO REACH THE LOST**

- Expand the Louisiana St. Campus with additional ball fields and recreation space, Student Center, increased Connection space, Senior Adult center, and multi-purpose worship building.

**"WHERE THERE  
IS NO VISION,  
THE PEOPLE  
PERISH."  
PROVERBS 29:18**



## CHALLENGE TO FIRST MCKINNEY

We are a part of something that is bigger than ourselves! We are privileged to be a part of God's mission to help people find and follow Jesus Christ. Let's make each day count as we Love, Grow, Serve & Share.

At First McKinney we are developing a world-class ministry center and missions sending center (the local church) because lost people matter to God. What we do as a family of faith matters for eternity.

I believe in you, and I'm all in. It's time we attempt something so big that if it's not of God, it fails! Pray, Give, Go! Transform your world! There is no Plan B! In essence, Jesus said, Tag, you're it!

Let's go church!

A handwritten signature in black ink, appearing to read "Richard Mark Lee".

Richard Mark Lee  
Lead Pastor



First Baptist Church  
1615 W. Louisiana  
McKinney, Texas 75069  
[www.firstmckinney.com](http://www.firstmckinney.com)  
972.542.0041  
Printed February 2012