

Hatch-A-Thon

Dates: January 24-26, 2019

Location: Western NC Conference Center, 13924 Professional Center Drive, Suite 200, Huntersville, NC 28078

Ponder this?

Are you nursing an entrepreneurial idea for ministry, but don't know how to get it started (much less fund it)? Is your church ready to move a social enterprise idea down the field that funds other aspects of ministry? Could you use the wisdom of others to test-drive an idea for missional entrepreneurship—or are you just curious about what's involved in starting a sustainable nonprofit or for-profit ministry?

What's a "hatch-a-thon"?

A "hatch-a-thon" is a collaborative incubator experience, where creative people get coaching and colleagues around mission and social enterprise. We will run you through a 46-hour intensive "hatch" process designed to turn ideas that feel "wild 'n' woolly" into actionable, sustainable ministries. In the world of computer programming, hackathons are marathon sessions where playful collaborators explore new programming ideas and work through an intensive process of concept development. ("Hack" in this case does not refer to a computer crime!) This process has been widely adapted for business and social entrepreneurs. Ministry Incubators, Inc. has reimaged this process for early stage missional thinkers (youth ministers, ministry leaders, congregations, faith-based nonprofit leaders, etc.) who are still "hatching" ideas that blend mission and social enterprise. If that's you, please join us.

What do you do at a "hatch-a-thon"?

We will immerse you in a collaborative process that helps you clarify your missional focus, ministry goals and activities, budget and financial model as you start translating your idea for ministry into action. You will also create an initial "pitch deck" to communicate your concept to stakeholders and funders.

About the Presenters



Kenda Creasy Dean comes to Ministry Incubators after 30 years of doing ministry that wasn't in a job description. She teaches practical theology, youth ministry, and social innovation at Princeton Theological Seminary, and has extensive experience in new ministry development, grant-writing, and nonprofit ministry, especially with youth and young adults. An ordained United Methodist pastor, Kenda is on the leadership team of Kingston United Methodist Church and serves on the United Methodist Church's Advisory Team for new church plants.



Mark DeVries brings to Ministry Incubators a career of entrepreneurial ministry and coaching. A serial entrepreneur, Mark has founded numerous sustainable ministry enterprises, most notably Ministry Architects (2002). This team of over 50 consultants has worked with over 500 churches, bringing together centuries of expertise in youth ministry, children's ministry, young adult ministry, small church ministry, executive coaching, and strategic initiatives for entire churches.

Cost: \$200 per person or bring **YOUR Team** of up to 4 people for **\$300**; up to 6 people for **\$400**; or up to 8 people for **\$500**. To register, go to <https://wnc-reg.brtapp.com/WNCCHatchAThon2019>.

Register 

Hotel Accommodations: We have reserved a block of rooms at the [Comfort Suites](#) in Huntersville the nights of 1/24/19 and 1/25/2019. The rate for a Standard King or 2 Standard Queens is \$89 per night. Please make your own reservation by calling 704-875-6220 by January 7, 2019 and refer to group "Western NC Conference - UMC". All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

Schedule

Day One (Thursday)

- 10:00 Check-in and registration
- 11:00 Session 1: Welcome and...What Have I Gotten Myself Into? Overview of the Hatch-a-thon process
- 11:20 Session 2: Empathy and Design Thinking (Design Thinking Tip Sheet)
First, we listen. Baughman's Innovation Bicycle: who is riding your bicycle? Who is God calling you to love? What pain is God calling you to heal?
- 12:15 Prayer/Lunch
Pitch Your Passion
- 1:30 Session 3: Searching for Issachar: Innovation as Christian Practice
Where Is It Happening? What Can It Look Like? Why Innovation is the Wrong Word
- 2:30 Session 4: Wagon Wheeling Our Dreams
Speed Dating Your Ministry Idea
- 3:15 Break
- 3:45 Session 5: Origin Stories (with partner teams)
Discerning God's fingerprints: Why you? Why here? Why now?
- 4:30 Session 6: Theological Purpose (Theological Grounding Tip Sheet)
How does your idea need God?
- 5:00 Session 7: Vision and Mission (Vision and Mission Tip Sheet)
What is the front wheel of your bicycle?
The 8-word mission statement
- 11:30 Bedtime story and homework

Day Two (Friday) (Breakfast - before you come!)

- 8:45 Centering
- 9:00 Session 8: Offerings/Model of Discipleship & Witness (Offerings Tip Sheet)
Phone a friend. What activity, service, or product of value will you offer to heal people's pain? What will you offer them first? What is your moonshot? What is your discipleship/witness strategy?
- 10:15 Break
- 10:45 Session 9: The Money Part (Economic Tip Sheet) – Phone a friend
What revenue will you generate? What costs will you have? Using a pro forma for sustainability
- 12:15 **Working lunch:** Where are you stuck?
- 1:30 Session 10: Marketing (Marketing Tip Sheet)
What is your purple cow? What makes your ministry remark-able? How will your ministry embody this purple cow? Starting a data base
- 2:30 **Group Check-in and Inner Uh-Oh's**
- 3:15 Break
- 3:45 Session 11: 12 Systems of Ministry (Logistics Tip Sheet)
Tending to the health of your ministry
- 4:30 Session 12: Making a Timeline (Timeline Tip Sheet) – Phone a friend
Plotting your launch
- 5:00 Session 13: Making the Pitch (Pitch Tip Sheet)
Distilling it down to 3 minutes
- 5:30 Pitch practice...(your homework)

Day Three (Saturday)(Breakfast - before you come!)

- 8:45 Centering
- 9:00 Final adjustments to your pitch (coaches available for consultation)
Session 14: Pitch-for-What-You-Need: Preliminary Rounds
Section A (Mike) / Section B (Aqueelah) / Section C (Kenda)
- 11:00 Break
- 11:15 Session 15: Spark Tank: A Festival of Dangerous Ideas
- 12:15 **Final Reflections**
- 12:45 **Sending Forth**

Have fun storming the castle! :)
