



CHURCH AT THE
WELL



CHURCH PLANTING PROSPECTUS

PREPARED FOR POTENTIAL PARTNERS AND TEAM MEMBERS
IN 2019 BY DAYNE CARRAWAY



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A MANDATE FROM JESUS & A MISSION MODELED AFTER PAUL

We take our marching orders from the Great Commission found in Matthew 28:19-20. As followers of Jesus, we were never meant to keep our faith to ourselves. Instead we were commanded to take the hope we've been given and offer it to the hopeless and those far from God. This mission is specifically achieved through "making disciples" which does not mean we only convert the lost but that we "baptize" and "teach" them which involves incorporating new believers into a worshipping community, committed to instruction and accountability. Jesus trusted this commission not to individuals but to the local church. Church Planting follows the New Testament pattern of making disciples. As detailed in Acts and evidenced in Paul's many letters, to growing churches, Paul's own strategy was to plant churches in areas of influence to reach as many people as possible. Through this pattern the Gospel is brought to an unreached area and new believers are equipped and encouraged to make disciples themselves as the church community grows.

FROM DR. TIMOTHY KELLER

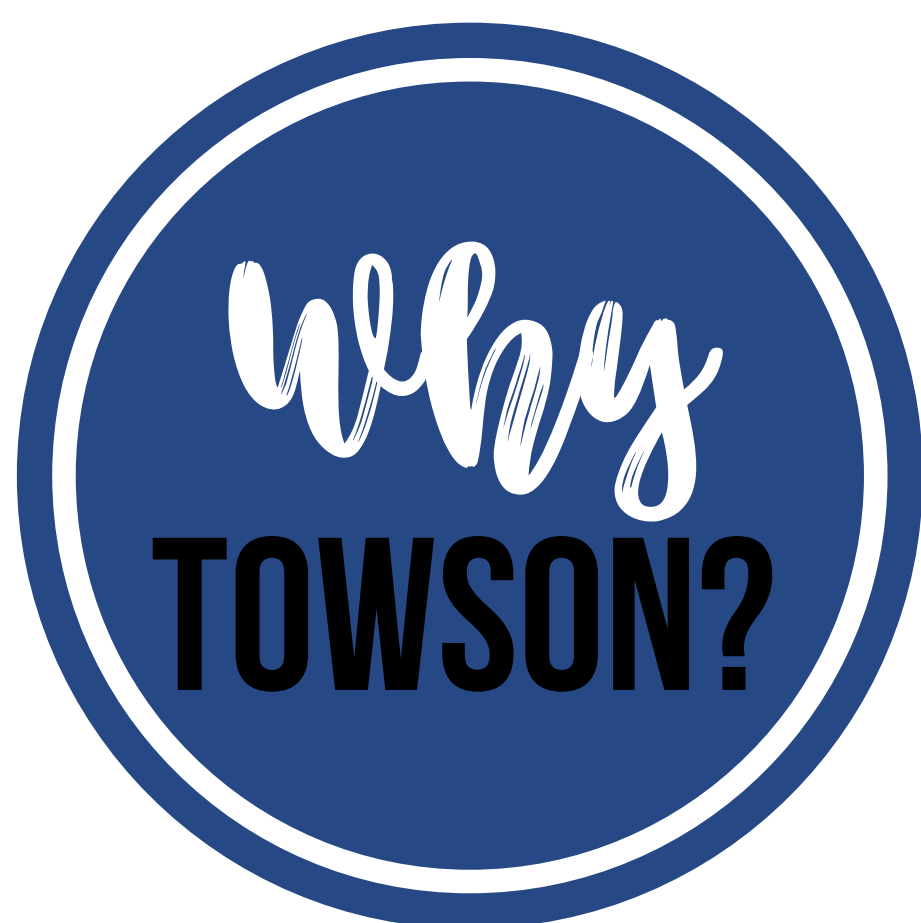
CHAIRMAN AND CO-FOUNDER OF REDEEMER CITY TO CITY

"The vigorous, continual planting of new congregations is the single most crucial strategy for (1) the numerical growth of the body of Christ in a city and (2) the continual corporate renewal and revival of the existing church in a city."

A PATH TO THE UNREACHED & A RENEWING OF THE GLOBAL CHURCH

New churches best reach new generations, new residents and new people groups. Abundant research indicates that new churches uniquely reach the unchurched in ways established bodies have not. In fact, the average new church gains most of its new members (60-80%) from the ranks of people who are not attending any worshipping body, while churches over 10-15 years of age gain 80-90% of new members by transfer from other congregations. While long-standing churches certainly draw new members through stability and respectability, new churches are typically more effective in focusing on non-members and those outside its walls. The flexibility, creativity, and lack of necessity to maintain long-established traditions allows new churches the freedom to try new ideas. These ideas not only yield new believers, but revitalize the body of Christ as a whole. With successful innovative methods, older churches are encouraged to embrace a variety of strategies to continue growing in ministry. New churches also grow to feed congregants and developing leaders back into older churches within the community. Finally, many new churches challenge older churches to self-examination. Even without the direct goal of doing so, new churches often prompt older congregations to reevaluate and better define their own identity and vision. The belief that there must be a choice between planting new churches and revitalizing established churches is a false one. Both needs are evident and effectively build the kingdom of Jesus Christ.





Towson is a diverse and rapidly growing region of about 58,000 residents located in Baltimore County, Maryland just north of the city of Baltimore. Towson is surrounded by multiple colleges, including Morgan State, John Hopkins, Goucher College, and Towson University, which is the second-largest university in the state. Towson is also home to thousands of families and young professionals. In the greater Baltimore area there are more than **1.5 million people** who do not claim any religious affiliation. Although there are existing ministries in Towson, there is **only 1 church per 4,000 people**. While the Charis Fellowship has had a long-time presence in Maryland, Baltimore County and City remains an untouched area. We are excited that this will change in 2023. We have joined in partnership with Assist Church Expansion, Clinton Grace Brethren of Clinton, and the Chesapeake District to develop a plan to plant a new church that will prayerfully reach many people who are far from God and lead them to becoming followers of Jesus. We feel that this is a place God has placed specifically on our hearts and a location that He wants to pursue. Simply stated, Towson is in need of the living water.



LEADERSHIP



Dayne and Ana Carraway met at age 16. Dayne told her he wanted to get married, build a family, and be a youth pastor. (Ana didn't even know what a youth pastor was at that point, but accompanied Dayne to the prom anyway.) Over the next ten years Dayne did exactly what he said he would. Then God gave him a new dream-- to plant a church.

Dayne and Ana both came to know the Lord through the ministry of Grace Brethren Church in Clinton, MD where they also served in youth ministry from 2012-2019. Clinton GBC has a history of church planting and the Carraways are a part of the next generation seeking to continue its mission.

Together Dayne and Ana are prayerfully and joyfully raising three children, Cole, Chase, and Camilla after relocating to Towson, MD in March 2020. The Carraways love the Lord, all things Disney, and the Washington Nationals. They are thrilled to be a part of the story God is writing in Baltimore and Church at The Well.



CHURCH AT THE WELL

Why THE WELL?

We believe there are lost people out there that are searching. They are thirsty for acceptance, truth and meaning, just like one particular woman featured in John 4. In this passage, Jesus meets the Samaritan woman at the well. He breaks cultural, racial, and religious barriers in even speaking to her. He reveals himself as the “living water” and offers her eternal life. She is transformed, invigorated, and forgiven and goes on to share the good news with those in her community.

We love this moment in Jesus’ ministry for so many reasons. This instance is one of clearest times Jesus reveals his identity as the Messiah. We want to be a church that offers a clear understanding of who Jesus is and what his sacrifice on the cross means for humanity. In John 4, Jesus openly discusses the woman’s sin yet she is accepted while being corrected. We want to be a church in which people feel welcomed, accepted, deeply loved, yet deal with the reality of sin in light of God’s grace. The Samaritan woman believes in Jesus as the Messiah and enthusiastically shares her testimony of the man at the well who “told her all she had ever done” with those who had previously ostracized her. We too believe that the Gospel cannot be contained. We want to be a church that empowers, equips, and excites believers to share the good news of Jesus Christ within Towson, around Baltimore, and throughout the world. That is why we are humbled and thrilled to invite you to join in the work God is doing through Church at the Well!





OUR PURPOSE

Together we help people become followers of Jesus.

OUR VISION:

The Ripple Effect

The Ripple Effect begins with authentic transformation through faith in Jesus Christ. Like a ripple, the Gospel cannot be contained. It grows, expands, and creates movement. Church at the Well is seeking to be a life-giving and life-changing community that makes waves. We are a legacy people, pouring ourselves into future generations and a legacy church, pouring our resources into an ever-growing network of churches reaching their neighbors. It is our dream to radiate the love of the Gospel in Towson, around Baltimore, and throughout the world.

SERVE

We exist to serve God and serve our neighbors. We know that the needs of our community require attention and action. Church at the Well prioritizes meaningful service as a way to practically demonstrate the love of Jesus and to open the door for spiritual growth.

SATURATE

Our personal relationship with Jesus only grows when we seek deep, intentional, daily connection with Him. When our hearts are filled with the truth of the Bible and the love of God, we are equipped to pour out God's grace and love for others. We long to see our community saturated with the Gospel.

SEND

We rejoice in knowing Christ as the living water, but we know that across the world, there are still many who thirst. Church at the Well is committed to training, equipping, and sending out believers who wish to bring the hope of Jesus to hopeless places.



CHURCH AT THE WELL

beliefs

The One True God - There is one, and only one, true God, the God of Abraham, Isaac, and Jacob. He is the Creator and Lord of all, existing eternally in three persons, never less and never more - Father, Son, and Holy Spirit.

The Lord Jesus Christ - Jesus Christ is fully God, existing eternally. Everything was created by Him and for Him. His incarnation took place in the womb of a virgin. He became man, but never sinned. He died a substitutionary death to atone for sin, resurrected bodily, and ascended into heaven where He remains fully God and fully man and is presently ministering until He comes again.

The Holy Spirit - The Holy Spirit is fully God, existing eternally. He is a person, and was involved in Creation and the inspiration of Scripture. His works of convicting and regenerating are essential to the believer's salvation. Believers are entitled to the benefit and joy of being filled and walking in the Spirit for empowerment in Christian life, service, and mission.

The Bible - The sixty-six books, and only these, known as the Old and New Testaments, are the written Word of God. God's inspiration and superintendence of the writing of every word of the Bible guarantees that what was written is His Word and therefore authoritative, true, and without error in the original manuscripts. God preserves His Word, which is powerful and effective to accomplish His purpose of salvation among all nations. God's Spirit illumines the minds of believers in every culture to understand and apply the unchanging truth of Scripture in fresh and relevant ways for the benefit of the whole Body of Christ.

Humanity - God created man and woman in His image. As a result, all people are bearers of that image. However, Adam's subsequent sin resulted in a condition of spiritual death which all people since Adam have experienced, marring the beauty of God's image in them in every facet of life. This condition of spiritual death has rendered all people unable to save themselves, and leads to physical death. Therefore, new birth is necessary for salvation.

Salvation - The salvation brought by God is a complete and eternal salvation by His grace alone, received as the free gift of God through personal faith alone in the Lord Jesus Christ and His finished work, as He declares believers righteous in Him.

Church - There exists one true Church, which is called the Household of God, the Body of Christ, and the Temple of the Holy Spirit. It is comprised of all true disciples of Jesus Christ and is created by the action of the Holy Spirit. Tangible expressions of this true Church are found in local churches.

Christian Life - The believer is saved by faith alone. The faith that saves is expected to produce obedience and good works, which are the products of the indwelling Holy Spirit. The dimensions of biblical ethics are both individual and social, and extend to every facet of life. God faithfully continues to finish the work of sanctification, which He initiated in the life of each believer with the goal of Christlikeness.

Angels, Satan, Demons - God created a multitude of spiritual beings called "angels". Righteous angels continue to serve God and work both in the heavenly sphere and on earth. By his disobedience, Satan, a fallen angel, became the adversary of God and God's people, carrying with him a procession of demons. Jesus Christ has overcome Satan so that the final judgment and doom of Satan and his demons are certain.

Future Life - The dead will have a conscious existence in eternity and their bodies will be resurrected. Unbelievers, already under condemnation, will be sentenced to suffer eternal separation from God. Believers, already having been granted eternal life, will be judged and rewarded according to their works, and will experience a glorified, eternal existence in the presence of the Lord.



Strategy

To implement our vision, our strategy focuses on four specific areas of ministry.

WORSHIP GATHERING

Each Sunday our worship service will be like a family reunion. Whether it be family members who have been here from the start or folks still finding their way in, we gather to celebrate who God is, what He's done, is doing, and will do. This will be a great front door experience for those far from God, in which they'll be able to see and hear what God is offering to them. The service will be contemporary, upbeat, and feature applicable teaching from God's Word. Just like any family event, we want people to feel welcomed and accepted, especially the unchurched. Our worship service is one place we will seek to saturate our hearts with the gospel.

COMMUNITY CIRCLES

We don't want to exist just in rows but also in circles. Community Circles (small groups) are an opportunity for our people to live out the gospel together and to further saturate ourselves with God's Word. "Together" is the first word of our purpose statement and so the communal nature of Church at the Well holds great value. Community Circles function as a crucial component of spiritual formation, intentional relationship-building, and biblical teaching. Our people gather in homes, share a meal, and learn together from the Bible. We will be intentional about developing relational leaders to lead each community circle with the goal of multiplying each group exponentially.

WELL KIDS

We absolutely love and desire to prioritize children. Having children of our own, we are able to recognize the incredible blessing they are from God. We envision our Children's ministry to be what your kids can't help but be a part of. We aim for all of kids gatherings to be incredibly fun, well planned and spiritually intentional. The main objective of Splash Zone Kids Ministry, is to encourage our kids in their approach to faith just like we all would encourage a kid cautiously standing on the edge of the pool. We not only want them to jump in but make a big splash in this world!

WELL SERVE

Actively serving in our community is a core value and a practical demonstration of Jesus' love. When we serve our community, the purpose is not simply to recruit people to show up on a Sunday. Instead it's a way to make sure people know that God is for them. We want the facility where we meet, the neighbors we live next to, and the businesses we work with to come to love, trust, and rely on Church at the Well. Our service will reflect the generosity of God and seek to meet the needs of the people in and around Baltimore.



DIVE GROUPS

Our desire and vision is that our people would not only grow in their love for Jesus, or their love for one another but we also want our people to grow in their knowledge of Jesus. We envision Dive groups being a collective pursuit of believers seeking to dive deep in God's Word. Dive Groups would be different from Community Circles. While Community Circles will be more geared to wards our church family existing in circles, doing life together, learning and praying with one another, Dive Groups will zero in on the learning with one another aspect. We want to love the Lord with our minds. We believe that a fully developed follower of Jesus has an active desire to grow in their knowledge of God and His Word.

CHARM CITY KIDS

Our desire is to extend the love and intention shown to the kids in our church towards the boys and girls who live in the city. We believe God has placed us in an area where we can and should be using our resources to show love to our neighbors in Baltimore City.

YOUTH

From the very beginning we refuse to neglect the next generation. We are investing in our young people in a way that communicates to them that they aren't the church of tomorrow but rather the church of today. We do this by devoting resources and energy to gatherings specifically for them. We aim to provide opportunities for teenagers to gather in Community Circles. We also want to rely on them in our areas to serve in our church as well in the community. We fully intend to send our students into the world with a love for Jesus and a heart for helping others become followers of Jesus.

WELL CONNECT GROUPS

Well Connect Groups are designed to help people join our Church family. Our Connect Groups will give our visitors the opportunity to learn about who we are as a church and me as a pastor. They'll also learn our purpose, beliefs and vision. We don't want people to only come to our Worship Gathering once or twice and then decide we're the church for them. We'd rather want the opportunity over time earn the trust of these families.



LAUNCH PLAN

OUR FOCUS DURING THIS TIME WILL BE THREE FOLD:
RECRUIT HARVESTERS, RAISE FUNDS, AND PRAY LIKE
CRAZY.



- Discover a location to launch a public worship service.
- Establish website and social media presence.
- Build Core Team of at least 10 families/20 people.
- Build Launch Team Of at least 20 families/ 40 people.
- Recruit prayer partners and implement a culture of prayer.
- Recruit financial partners (individual and churches).
- Develop leaders to help with the creation and implementation of our church ministries.

- Begin meeting as Community Circles (small groups).
- Launch 1-2 Community Circles leading up to Launch.
- Hold Worship Gatherings leading up to a Public Launch service.
- Host Loading Launch Team Meetings.
- Hold intentional community engagements.
- Raise \$65K of giving from Core & Launch Team.
- Raise \$210k in external giving from individual and church/organization financial partners.

OUR FOCUS DURING THIS TIME IS TO BECOME A LIFE GIVING PRESENCE IN THE COMMUNITY. WE WANT TO DO THIS BY CREATING A WEEKLY WORSHIP SERVICE, INCREASING OUR COMMUNITY CIRCLES, AND DOING MORE IN AND FOR OUR COMMUNITY.

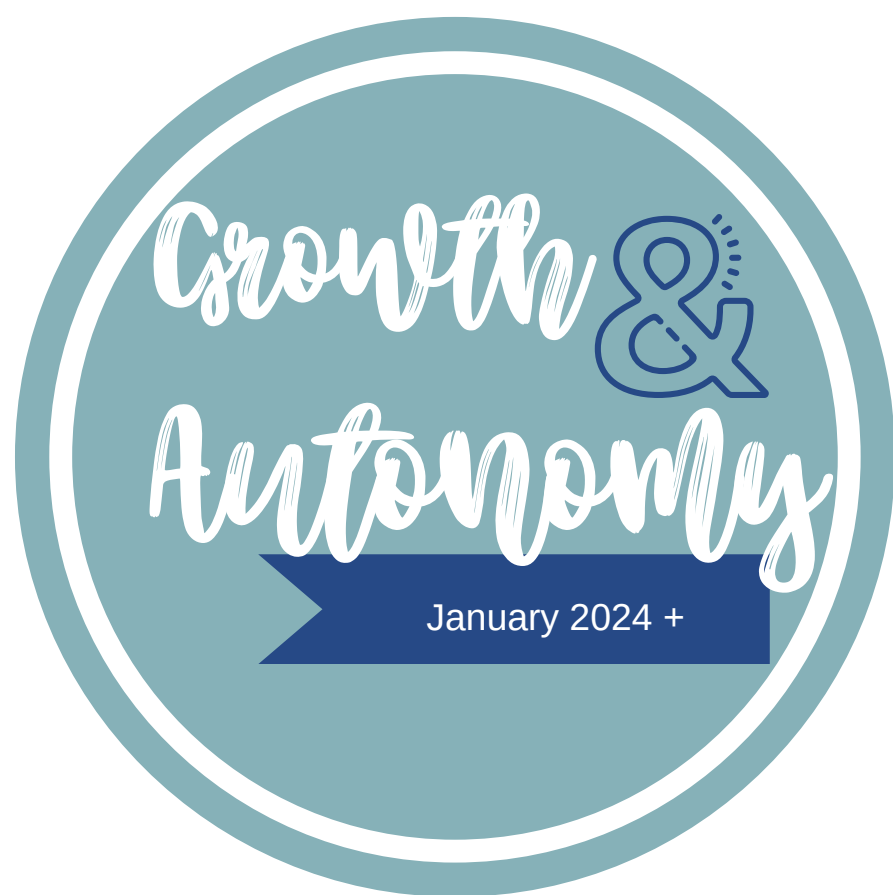


- Launch public service with a crowd of at least 100 people.
- Add 5 additional Community Circles for a total of 8.
- Begin Well Connect (meetings geared towards people learning more about our church).
- Develop a Worship Band.
- Host some community events to build momentum and visibility in the community.

- Identify and train people to lead Community Circles and other ministry areas.
- Develop Well Kids Ministry.
- Launch Youth Ministry.
- Raise \$88K of giving from the church family (Core & Launch Teams and Church At The Well Family).
- Raise \$108K in external giving from partners.

LAUNCH PLAN

OUR FOCUS DURING THIS TIME IS TO CONTINUE TO IDENTIFY AND DEVELOP LEADERS FOR MINISTRY, INCREASE OUR IMPACT AND VISIBILITY IN OUR COMMUNITY, AND BEGIN THE PROCESS OF ENGAGING NEIGHBORING COMMUNITIES IN THE BALTIMORE AREA. WE ALSO WANT TO ACHIEVE AUTONOMY AND FLOURISH WITHOUT THE SUPPORT OF OUTSIDE PARTNERS



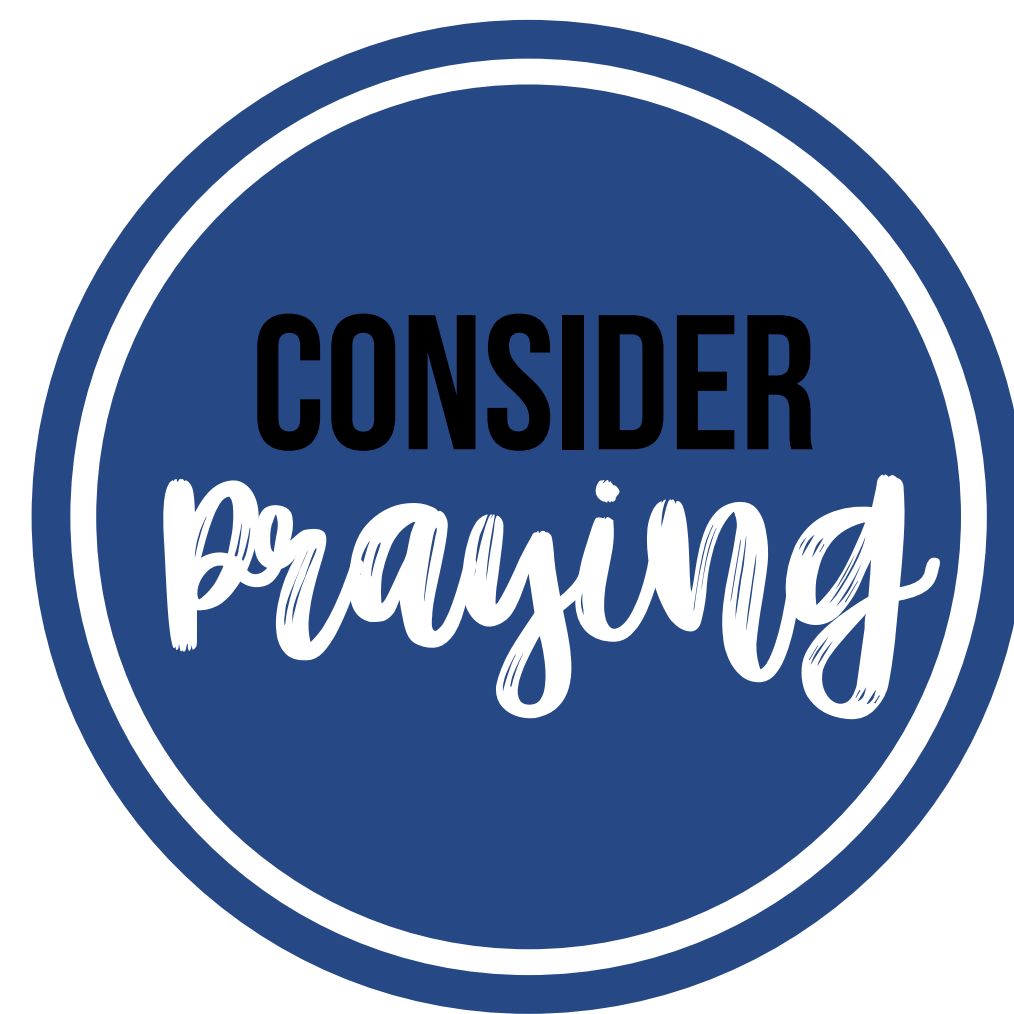
- Start Dive Groups (small groups geared towards learning God's Word and Theology).
- Develop and establish an elder team.
- Add 4 additional Community Circles for a total of 12.
- Launch Charm City Kids (Children's ministry geared towards inner city Baltimore).
- Staff positions as needed
- Continue to look for opportunities to do more to impress upon our community we are here for them.

- Build the Well to 225 (total) committed people or more. \$180K of giving from the church plant families.
- Raise \$50K in external giving from partners (9 committed outside church donors & 9 individuals).
- Continue to apprentice people to lead Community Circles and other ministry areas.
- Achieve financial independence.

WELL PARTNERS

WE ARE CLEAR AND COMMITTED TO GOD'S CALL TO PLANT A CHURCH, BUT WE KNOW WE CAN'T DO THIS ALONE. THERE ARE THREE WAYS YOU CAN HELP US BUILD THE WELL AND WE ARE PRAYING THAT GOD WOULD USE YOU TO "DO FAR MORE ABUNDANTLY THAN ALL WE ASK OR IMAGINE." -EPHESIANS 3:20

We don't think it's possible to plant a church unless God is leading the project. Our request is that every follower of Jesus who interacts with this prospectus would commit to praying for us and our efforts in the Baltimore area. A great way to do this will be to participate in what we're calling "Wellsday"! Every Wednesday we're asking all our prayer partners to set a reminder on their phones for 5:00 AM and 5:00 PM to pray for the unsaved in and around Baltimore. We recently endured a season of waiting for our home in Accokeek to sell before being able to move into the Baltimore area. My wife and kids were commuting about 80 miles each way to school. This drive took approximately two hours and so every morning we were waking up at 5 AM to get Ana and the boys out the door. Ana would say God gave her this time to start the day praying for Baltimore as she watched the sun rise over the city each morning. Since the boys would fall back asleep in the morning she invited them to join in this tradition as the sun set on the way home. So, yes I absolutely am asking you to fast from a little sleep and to turn off your music on your way home from work every Wednesday morning and evening. God is used to hearing from my family at 5 AM and 5 PM every day. We're asking for you and your whole family to join us in praying for the hearts of those in Towson and for harvesters to join us in the work. Join each Wellsday in asking for Jesus, the living water, to do a mighty work in and around Baltimore.



Together. It is the first word of our purpose statement. Together we help people become followers of Jesus. It may be hard to believe but it took our Core Team about 3 days to produce that one statement. It reflects what God has consistently shown me how much better it is when believers go together. My family is committed to going. We want to do it with people who are passionate about the gospel. We want people who not only love Jesus but love sharing that love with lost people to come with us. Whether it be for the long haul or just a season, we want to invite you to join us in some facet. If you are a pastor of your own flock, we humbly ask if there is anyone you may be willing to send. If you're interested in talking more about what this could look like, please email me at Dayne.Carraway@thewellbaltimore.com. It would be my joy to discuss it further.



WELL PARTNERS

As you can see, God is asking us to pursue a big dream. Big dreams require significant resources. For Church at the Well to accomplish its mission, we will depend on financial partners. for the first 4 years. When you commit to becoming a financial partner, I want you to know you are supporting a movement of people committed to sharing the Gospel in and around Baltimore and developing followers of Jesus. Your faithful giving will make our ministry possible.

We are asking individuals, churches, and organizations to partner with us in planting Church at the Well through financial giving: Some partners will be able to commit monthly gifts towards our four-year budget. Others will give a one-time donation. In all cases, we earnestly appreciate your generous gift and are committed to stewarding financial gifts with wisdom..

We are seeking approximately \$208,000, or \$52,000 per year, in external funding over the first 3 years to launch this church and make it self-sustaining. This is a modest figure considering the significant expenses associated with living and working in the Baltimore Metropolitan area. Your giving will support salary, rental, insurance, development and equipment expenses. In the life of a young church plant, every single dollar makes a difference.

2021-2024 Needs

\$208,000

total in 4 yrs

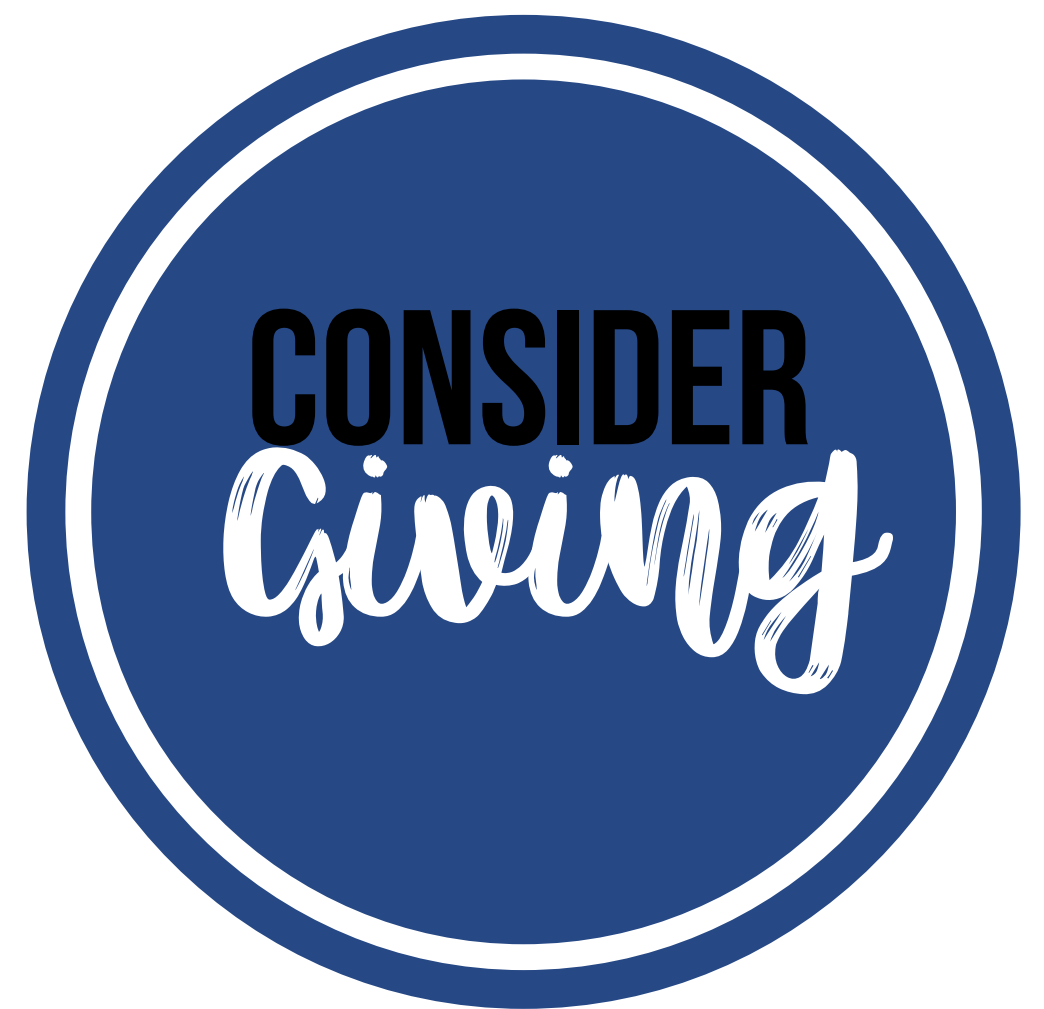
\$52,000

per year

Launch Equipment Needs

- Computer \$1,000
- Accounting Software \$250
- Signage \$2,500
- Team T-Shirts \$ 700
- Other Advertising \$ 11,000
- Coffee Station Equipment \$500
- Printed Material/Nametags \$250
- Audio Equipment \$13,000
- Video Equipment \$3,000
- Lighting and Truss \$4,500
- Pipe & Drape\$ 2,000
- Stage \$ 7,000
- Worship Computer \$3,600
- ProPresenter \$400
- Road Cases \$ 3,000
- Children's Ministry Sound System \$800
- Nursery Set Up/Gate/Floor \$200
- Laptop Computer \$1,700
- Check In iPads \$300
- Pop Up Signs \$750
- Ministry Team T-Shirts \$300
- Trailer/Storage \$5,000

TOTAL \$ 61,750



Financial Partner Goals

- **1 LEAD PARTNER AT \$10,000 PER YEAR**
- **1 PARTNERS AT \$5,000 PER YEAR**
- **4 PARTNERS AT \$200 PER MONTH**
- **6 PARTNERS AT \$150 PER MONTH**
- **9 PARTNERS AT \$100 PER MONTH**
- **10 PARTNERS AT \$50 PER MONTH**



You may give online at:

thewellbaltimore.churchcenter.com/giving/to/well-partners

If you wish to talk further about making a contribution, please

contact Dayne Carraway at

Dayne.Carraway@thewellbaltimore.com



Our sending church is:

Grace Brethren Church of Clinton, Maryland,
6501 Surratts Rd, Clinton, MD 20735 www.clintongrace.org

Our sponsoring agency is

www.assistcx.org



Contact Us

Dayne Carraway

Lead Pastor

301-787-8217

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I/OUR CHURCH/ORGANIZATION WANT(S) TO BE A CHURCH AT THE WELL FINANCIAL PARTNER BY SENDING:

- \$10,000 PER YEAR (LEAD PARTNER GIFT) FOR 3 YEARS
- \$5,000 PER YEAR FOR 3 YEARS
- \$200 PER MONTH FOR 3 YEARS
- \$150 PER MONTH FOR 3 YEARS
- \$100 PER MONTH FOR 3 YEARS
- \$50 PER MONTH FOR 3 YEARS

I COMMIT TO PRAYING FOR CHURCH AT THE WELL FOR 1 YEAR EVERY:

- MONDAY
- TUESDAY
- WEDNESDAY
- THURSDAY
- FRIDAY
- SATURDAY
- SUNDAY

NAME/NAME OF CHURCH OR ORGANIZATION

ADDRESS

CITY, STATE, ZIP

_____@_____
EMAIL

**PLEASE MAKE CHECKS PAYABLE TO:
CHURCH AT THE WELL
PO BOX 20419 TOWSON, MD 21284
OR YOU CAN GIVE ON OUR WEBSITE (THEWELLBALTIMORE.COM)**

