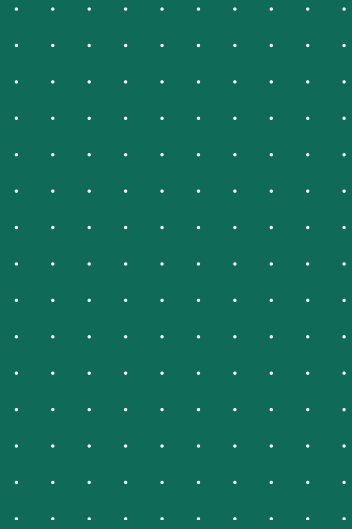
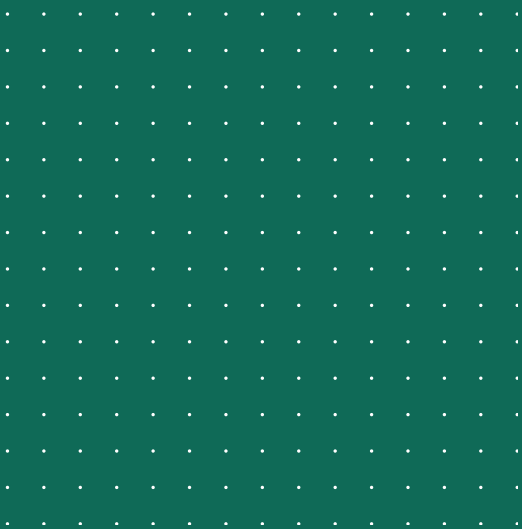




Multiplication Playbook

*a step-by-step guide
to implement the Nine31
campaign & pathway*



ADDRESS:

4017 Rural Plains Cir
Franklin, Tn 37064

PHONE:

931-722-1089

WEB:

JFranks@TnBaptist.org

A Letter to Leaders

Dear Friend in Ministry,

I believe God is writing a new story of leadership in your church, and it begins with your faithfulness. You may not feel like a movement-maker or a leadership developer. You may be tired, stretched thin, or wondering if what you're doing really matters. But I want to remind you of something powerful. Every great move of God begins with a willing heart.

When you launch this campaign and pathway, you're doing more than leading a series or starting a small group. You're inviting your church to pray for what Jesus told us to pray for, the raising up of laborers for the harvest (Luke 10:2). You're positioning your people to see leadership not as a title, but as a calling to serve, shepherd, and multiply. And you're choosing to believe that God can raise up leaders right where you are, even in small towns, rural churches, and bivocational contexts that the world might overlook.

I know ministry can feel lonely. But you're not alone. The same God who called Moses from the wilderness, David from the fields, and Peter from the fishing boat is still calling people today, and He's chosen to use you to help them hear that call.

Your obedience will ripple out farther than you can imagine. A sermon you preach, a prayer you lead, or a conversation you start could awaken someone's calling that changes generations. This campaign and pathway are not about programs. They're about people. They're about multiplying hope, courage, and the gospel through the leaders God will raise up under your care.

So be strong. Be faithful. And believe that God is about to do something extraordinary through your church, not because of size or resources, but because of simple obedience and trust in Him.

I'm praying that this season becomes a turning point for you and your people. May you see God's faithfulness on display as He brings new life, new leaders, and new momentum to your ministry.

Your Obedient Servant



Dr. Josh Franks

Quick Start Guide

Week 01

Pray and Prepare

- Pray for God to raise up leaders in your church.
- Pick your campaign start date.
- Order or print devotionals
- Recruit one or two helpers to assist you.

Week 02

Announce and Invite

- Tell the church you're starting a 40-day journey.
- Share about the campaign and why it matters.
- Hand out devotionals the Sunday before the campaign starts.

Weeks 03-07

Run the Campaign

- Preach through the five-week sermon series.
- Encourage the church to read and pray daily.
- Collect response cards on Week 5 (Decision Sunday).

Weeks 08-09

Launch Explorer Groups

- Contact everyone who responded.
- Schedule the first Explorer group within two weeks.
- Hand out workbooks and begin meeting.

Beyond 30 Days

Keep It Going!

- Finish the Explorer groups and celebrate their completion.
- Invite participants to begin serving as Apprentices.
- Keep sharing stories and celebrating progress.

Simple Truth

You don't need a big staff or a big budget—just a big faith in what God can do through willing people.

Implementation Plan: The Campaign



How to Use the Campaign

Every great movement begins with prayer. This campaign is a simple, church-wide journey designed to help pastors and congregations pray for God to raise up new leaders, preach on God's design for leadership, and give God's people a chance to respond with faithful obedience. It's built to fit any size church, any schedule, and any style of preaching.

Over forty days, your church will pray daily using the devotional and gather weekly around five messages that lift up God's design for leadership. The goal isn't to fill positions. It's to open hearts. As your people pray and hear the Word, God begins stirring callings, awakening gifts, and revealing leaders who may have been sitting quietly in the pew for years.

You don't have to preach the five suggested sermons. You can preach your own sermons. The messages provided are simply a guide to help you stay focused on the theme of God's call to lead. If you already have a sermon series planned, weave this emphasis into what you're preaching. The key is not the outline. It's the obedience. Just preach the Word, invite people to respond, and trust God to work.

When the forty days end, you'll have more than completed a campaign. You'll have a list of people God is calling to take the next step. That's when the journey continues through the Leader Development Pathway—starting with the Explorer level, where new leaders begin to discover their gifts and calling.

This campaign isn't complicated. It's a spark, a chance to help your church see leadership through God's eyes and join Him in raising up the next generation of servant-leaders.

Simple tools. Big faith. Eternal impact. That's what this campaign is all about.

Implementation Plan: The Campaign



The Heart Behind the Campaign

Too many pastors are leading alone. The goal of this campaign is simple: to help your church pray for God to raise up new leaders, preach what the Bible says about leadership, and give people a clear next step to get involved.

It's not about adding another program. It's about multiplying people. This guide will walk you through how to make that happen in a way that fits your schedule, your church size, and your community.

Big Picture Goals

By the end of the campaign, your church will:

1. Pray daily for 40 days for God to raise up leaders.
2. Learn God's design for leadership through a 5 week sermon series.
3. Invite people to take a next step into the leader development pathway (Explorer level).

That's it. Simple, powerful, reproducible.

Step-by-Step Plan

01

Prepare (3–4 Weeks Before You Start)

- Pick your start date. You can run the 40 day devotional anytime—whenever it best fits your preaching calendar.
- Order or print devotionals for everyone in your church. One per household works fine if money is tight.
- Announce the campaign early. Tell people you'll be spending five weeks praying for God to raise up new leaders. Build anticipation.
- Pray and recruit one or two helpers. You don't need a big team. Ask a few dependable people to help distribute devotionals, collect response cards, and follow up with anyone who feels called to lead.
- Order your response cards.

*All materials are available for download or purchase on our website: Nine31.org

Implementation Plan: The Campaign



02

Launch the Devotional (Week Before the Series)

- Pass out the devotionals on Sunday morning. Encourage everyone to start reading together the next day.
- Explain the why: “We’re asking God to raise up leaders for our church and community.”
- Start a rhythm of prayer. Consider posting one short daily reminder on your church’s Facebook page or texting one scripture and prayer prompt each morning.

03

Preach the 5-Week Series

Each sermon builds toward a clear call to action: Will you be one of the leaders God is raising up?

1. God’s Grand Design – Leadership was God’s idea from the beginning.
2. Lead Like Jesus (Attributes) – The kind of person God uses.
3. Lead Like Jesus (Attitudes and Actions) – How godly leaders actually live.
4. The Greatest Leader You’ve Never Heard Of – God delights in using ordinary people.
5. Called to Lead – The call to action: “If God is stirring your heart, say yes.”

Encourage weekly participation: “Keep praying, keep reading, and keep asking God what part He wants you to play.”

04

Collect Responses (Week 5 – Decision Sunday)

During the final sermon, give a strong call to action and invite people to respond. Keep it simple:

- Pass out response cards or display a short link/QR code.
- Ask people to mark, “I commit to become the leader God designed me to be.”
- Have a basket at the front or a place in the lobby to turn them in.

Don’t rush the moment. Give people time to pray and respond. This is where God often moves powerfully.

Implementation Plan: The Campaign



05

Follow Up Within the Week

- Contact everyone personally. A phone call or text is best. Thank them for their response and invite them to an interest meeting or small group starting soon.
- Plan your next step. Within 2–3 weeks, begin the first Explorer group. Order the workbooks at Nine31.org.
- Celebrate on Sunday. Tell the church how many people responded and that you're starting new groups soon.

06

Keep the Momentum Going

- Keep praying for those who said yes.
- Share stories from people who are growing.
- Remind the church that leader development is not a one time event—it's a way of life.

The win isn't just a great campaign. It's a growing group of people ready to serve.

Implementation Plan: The Pathway



The Big Idea

The campaign helps people say yes to God's call. The pathway helps them grow into that calling. Think of it like a trail: you start with simple first steps and keep walking as you grow stronger. You don't need a big team or fancy resources—just a few committed people, a workbook, and a pastor who believes in them.

The Four Levels at a Glance

1. Explorer: Discover your calling and design through four modules—Calling, Character, Competency, and Concern.
 2. Apprentice: Learn by doing. You'll serve alongside a more experienced leader and practice ministry hands-on.
 3. Journeyman: Take ownership of a ministry area and learn how to lead others well.
 4. Mentor: Multiply yourself by helping others start their journey.
-

Step-by-Step Plan

01

Start with Explorer Groups

Once the campaign ends, invite everyone who responded to join an Explorer group. That's your next step. It may be one group that you lead or it may be several groups. It may be 1 person, 10 people, or 100. Don't be discouraged. God can (and has) changed the world with a single person.

Getting Ready

- Choose when and where you'll meet. Weekly or every other week works fine. Wednesday nights, Sunday mornings, or any other day works well.
- Gather your materials: one workbook per person, pens, and Bibles.
- Ask one or two people to help facilitate groups. You don't have to do it all yourself.

Tip: If you're stretched for time, you can lead groups at your house, church or coffee shop during a convenient time. Keep it simple.

Implementation Plan: The Pathway



02

Lead the Explorer Level

The Explorer level of the Nine31 pathway is a groups curriculum. You can use it on Sunday mornings, Wednesday nights, in coffee shops with a D-Group or anywhere in-between.

To Lead a Group:

Each Explorer session has clear instructions in the workbook. The best approach is to follow it as written:

1. Open in prayer. Ask God to guide the time.
2. Work through the together. Encourage discussion—don't lecture.
3. Answer the Explorer questions in each section. Let everyone share.
4. Pray for each other. Keep it real and personal.

Each meeting should last about 60–75 minutes. You can cover one session per week, or 2 per month. Do whatever fits your rhythm best.

03

Help People Finish Strong

Encourage everyone to finish all four modules (Calling, Character, Competency, and Concern). When they complete the Explorer level, celebrate it! Recognize them on a Sunday morning or give them a small certificate. Let the church see what God is doing.

Then, invite them to take the next step—becoming an Apprentice.

Implementation Plan: The Pathway



04

Move from Explorer to Apprentice

When someone finishes the Explorer level, meet with them for a short conversation. They will have finished their Nine31 Mosaic.

Ask questions like:

- Where do you sense God leading you to serve?
- What part of ministry excites you most?
- How can we help you get started?
- Match them with a ministry leader or team where they can begin to serve and learn. That person becomes their mentor—someone to guide and encourage them.

Example: If someone shows a heart for teaching, pair them with a small group leader. If they love serving behind the scenes, connect them with hospitality or outreach.

05

Support Apprentices Well

Apprentices learn best by serving and reflecting.

Here's a simple rhythm:

1. Observe – Watch how ministry happens.
2. Assist – Help with small tasks.
3. Lead – Take on a piece of responsibility.
4. Reflect – Talk about what you learned and how you can grow.
5. Encourage mentors to check in weekly or at least twice a month. Keep it relational, not formal.

Tip: You don't have to create new programs—just open doors for people to learn while serving.

Implementation Plan: The Pathway



06

Move from Apprentice to Journeyman

As apprentices gain confidence, they can take on greater responsibility. This is the Journeyman level.

Journeyman are dependable leaders who can plan, organize, and care for others. They might lead a team, coordinate an event, or take charge of a ministry area. The pastor or mentor continues to check in monthly to offer guidance and encouragement.

The goal is steady growth—not perfection. Keep cheering them on.

Tip: If you took on a pastoral apprentice or staff apprentice, now is the time to send them out. They should be ready to lead in and help another church.

07

Move from Journeyman to Mentor

Healthy leaders multiply. As people mature in their faith and leadership, encourage them to invest in others.

Mentors don't need all the answers. Their job is to listen, guide, pray, and model faithfulness. Encourage each mentor to walk with two or three people a year. That's how multiplication happens.

Remember: The goal isn't to fill positions—it's to form people.

What God Can Do Through Simple Faithfulness



Every great work of God starts small. It starts with a prayer. A conversation. A willingness to try something new. This campaign and pathway aren't about building a program. They're about trusting God to build people.

If you take these steps, you're not just filling leadership gaps. You're creating a culture of multiplication. You're helping your church see that everyone has a place in God's mission. You're building something that will outlive you.

You might not see all the fruit right away, but don't lose heart. The seeds you plant through prayer, preaching, and developing leaders will bear fruit in ways you may never fully see. One day, someone you encouraged will lead others to Christ. Someone you disciplined will baptize new believers. Someone you trained will carry the gospel into places you'll never go.

That's the power of faithfulness.

So keep going. Keep praying. Keep developing leaders. God will use your obedience to shape the future of your church—and maybe even change eternity.

You're not just leading a church. You're multiplying the movement of God—one leader at a time.

NINE31 FLYWHEEL

Ignite a Movement
Sustain the Multiplication

Pastoral | Staff | Deacon | Small Group | Intern

