**The Kingdom Business Project Launches a Church Planting Movement**

**Among the M\* People of C\***

A Case Study May 15, 2019

**Introduction:**

The Kingdom Business Project of RUN Ministries is a comprehensive and a complex initiative that combines proven micro-business models with a non-western relationally-based church planting movement strategy. Since our first launch in 2001, the Kingdom Business Project (KBP) has grown through three iterations and now incorporates a combination of tools from the UN-based ROSCA micro-business model, The Jholdas Project, and other lesser known field-based initiatives. The church planting movement principles are taken from the Bible and a book entitled, “Igniting A Spiritual Revolution.”

The current version, KBP v3.2, has been tested over one thousand times in multiple countries and cultures. To insure consistency and maintain quality-control RUN has deployed 8 full-time KBP Trainers who travel globally and reinforce the 7 Focus Areas and 58 Process Steps required to build both financial and movement sustainability.

This case study is a review of the KBP impact among the M\* People of C\*.

**FOCUS 1 - Market Identification:***The national leadership of the Antioch Family of Churches (AFC) recommends near-culture and near-by Church Planting Movement (CPM) opportunities to its International Council. Recommendations are then forwarded to RUN and linked with Finishing the Task data and other available information. Selections are then jointly chosen and passed back down from the international, national, provincial, to the local level.*

In 2016, a local church in SE Virginia approached RUN with a simple prayer request: “We have been praying for nearly 16 years for a move of God to begin among an UUPG in C\*, called the M\* People. Do you have anyone who could partner with us to see God’s name be exalted and a church planting movement begun among these people?”

Within days our team in the USA reached out to our alliance of church planting movements, the Antioch Family of Churches, and asked if they knew of any nearby and near-culture house church movements that would be willing to send an extended family KBP Seed Team to the M\* People. (We name our KBP CPM team - SEED TEAM - to laser focus the mission on planting Kingdom seeds that will multiply into a movement). After a few weeks we received a message back. The national leadership of AFC in C\* and nearby S\* had individually sent back a report to the AFC International Council.

First the leaders in C\* acknowledged that such a group did exist and that there did not seem to be a CPM among them. They were willing to assist in any way possible with logistics and support, but had no near-culture movements that could easily send a Seed Team. Then came the news from the AFC leaders in S\*. With great enthusiasm they exclaimed that there were nearly 6,000 believers within a tribe in S\* that spoke the same language as the M\* People! In fact, they had already been training leaders in AFC’s 5 year leadership school and were even beginning to translate the New Testament in this language. Even more encouraging was discovery by these leaders that the tribe in S\* spoke the same language as the M\* People in C\*, and had been praying for an opportunity to cross the border and launch a CPM. They said, “we know M\* People who don’t know about Jesus from many generations, and also other Asian AFC church leaders have been asking us to send teams to reach them. Now our prayers have been answered by the Lord Jesus…”

The Research Team at RUN began to compile all available data to confirm the veracity of the churches’ request, the Finishing the Task UUPG ranking of the M\* People, and the availability of qualified experienced church planters in S\*. A decision was jointly reached to launch a Kingdom Business Project among the M\* People of C\*. Celebrations took place in SE Virginia and in S\*!

**FOCUS 2 - Market Research:** *Teams of trained market researchers stationed in 120 countries operate within the AFC alliance of CPM’s. Each Market Research Team has been trained to identify and quantify both the spiritual and marketplace needs in the local economy where the UUPG/UPG is located; and KBP’s 36 tested and proven business models. They are also adept at engaging the local village leaders and introducing the fact that the “Seed Team” is coming****.***

With the agreement in place, the first Market Research team was gathered in S\* to receive a refresher orientation of their mission and specific instructions to conduct market research. Unlike western-style market research that is data driven, the KBP Market Research teams are relationally focused. Time is taken to get to know the village leaders, to understand who the early-adopters/ influencers are, and greetings are exchanged on behalf of a distant tribal leader who wishes to send a family to bless the village in the name of God.

The M\* People, for the most part, are an agricultural based society, and so it was decided by both the village elders and the Market Research team that some type of farm would be the best business entry into the community.

**FOCUS 3 - Selecting, Training, and Developing Seed Teams:** *Potential KBP Seed Team members are evaluated at the national level, and then chosen to undergo further KBP training from a team of 8 full-time trainers. Prospective Team members have completed 3-5 years of leadership training, passed an initial security screening, and are proven church planters and business owners. They must also commit their extended family for life to a UUPG/UPG and oversee a church planting movement.*

During this same period the house church movement leaders began to pray and ask God who they should send to live among the M\* People. Fortunately, the A People of S\* speak the same language so many of the initial cultural obstacles would be easily overcome. A date was chosen to share the vision of a KBP CPM among the M\* People of C\* in every A\* speaking house church. Many people volunteered to pray, to offer their crops for food, to sacrifice their time to go across the border and support the team in prayer and evangelism.

Two families were selected including old parents, relatives, and children. Specialized spiritual and business training were conducted for three months to add to the 3-5 years these family leaders had already completed.

**FOCUS 4 - Global Partnership and Tools:** *A key element of the KBP to reach the remaining UUPG’s is the synergy created by partnering with other ministry organizations through an End to End strategy. By combining the expertise of each agency in support of the KBP we are able to take the Gospel to places that were not accessible in the past and to launch a church planting movement.*

An End to End Strategy was put in place to help provide support and resources to the KBP Seed Team. The JESUS Film Project provided two solar-powered digital backpacks and the available trade-language JESUS Films. The American Bible Society, Faith Comes by Hearing, Global Recordings, and Renew Outreach provided a portable hand-held digital audio content and a solar powered, non-Wi-Fi, blue-tooth device called a LightStream which distributes digital content to phones within a 300 ft. Radius. These tools, combined with the church planting movement training, serve to insure quality of the message and also accelerate the process of evangelism and church planting.

A multi-pronged logistics system was activated to move the equipment and the digital content from the USA, and all eventually safely arrived in the hands of the KBP Seed team.

**FOCUS 5 - Financial Management and Accountability:** *Resourcing is gathered by RUN (2/3) and the nearby CPM (1/3). Initial disbursements are hand-carried, with added daily provisions for the KBP team provided by the local house church networks. A Kingdom Impact Review is conducted at the 6 month and 1 year intervals to measure both financial and CPM sustainability. Both profits from the Business and a tithe is paid forward to the next KBP launch and growth of the CPM.*

Resource Partners, including a network of SE Virginia Churches and others, contributed more than $25,000 for the project. All other contributions by the Global Partners are Gifts-in-Kind. The initial disbursement is transferred to a regional entity and then hand-carried by the AFC Finance Team to the house church leader and the KBP Seed Team. A covenant is made to use these funds only for this project, with tithes and offerings designated to pay it forward to the next business that will help sustain the movement. Local house churches committed to provide food, clothing and other needs, up to 1/3 the total costs to insure the success of the team.

(Within the first six months of the business launch a Kingdom Review was conducted because the first farming business failed. More on this later… )

**FOCUS 6 - Commissioning the Seed Team:** - *The heart of the KBP program is the Seed Team. Each member has been extensively vetted and gone through rigorous training. A commissioning ceremony is held by the local house church to send the KBP Seed Team for life to the UUPG/UPG.*

A commissioning ceremony in the S\* was held among the A\* believers. House church leaders led in prayer, elders preached and prayed, food was shared and then the team was anointed by the laying on of hands to go and bring the Good News to the M\* People. A document, kept in the house church, was signed in blood by the family who committed the rest of their lives to sacrifice for Jesus and see a CPM launched among the M\* People.

**FOCUS 7 - Kingdom Growth and Reporting:** *An extraordinary effort is undertaken each year to gather accurate data from the local churches, many in remote areas. The data is evaluated by regional, national, and international leadership and cross-checked by differing CPM’s before being collated and sent to RUN. In the case of the KBP Seed Teams the requirements include a combination of three unique factors: AFC’s 3-5 year Leadership Training School, the KBP business model, and the church to church CPM strategy. In keeping with the model demonstrated in Acts 13, 18, and 19, the Seed Teams is sent by their local church, but they are are continually supported by that church in prayer, ministry partnership, resourcing and support. In fact, often more than 200 “family and friends” arrange frequent visits rotated on a monthly basis.*

*Then as soon as the first disciples began to gather for weekly times of worship, they are encouraged to bring their trusted friends and family (Acts 16:31) to their own home to start an additional house church. In this way the “adds add” and rapid multiplication follows trusted relationships and ongoing mentoring. One house church becomes two, two becomes four. Four doubles to eight and within six to nine months there are numerous inter-connected house churches all praying and supporting one another.*

Here is the first Testimony Report from the KBP Seed Team working among the M\* People in C\*. It has been vetted and approved by the regional, provincial, and national leaders in both C\* and S\*. It was then cross-checked by a different CPM within AFC. After meeting these criteria the report was sent to RUN.

*“We moved our family across the border from S\* to C\* and settled into the home that the research team had located for us. The first Friday we gathered as a family and gave thanks to God for choosing us to bring His love and forgiveness to the M\* People. The leader said, ‘We are glad that our God chose us for these people. In the past no one has a chance like this to come the M\* People and share about salvation. We are the first Christians who have brought the Jesus faith to this nation! These are very friendly people, pray for them.’*

*Our first farming business failed for a number of reasons, but primarily because we did not take the time to listen to the market - and the people did not like our product. However, because of the good work of the Market Research team and the fact that we were sent as a gift from one tribal leader to here, the local village leaders were very concerned that part of the business failure was also their responsibility. They opened their doors to us in hospitality and together eventually agreed to start a chicken farming business. They helped us start the building. And during this time the breakthrough came!*

*We knew the second chicken farming business idea is from God, because every day means people were coming to visit us, to make sure that the business is going well, and to offer to help us. One day, we started our day on the name of Jesus, we began praying, and all of a sudden 64 wealthy farmers came into our meeting. They did not know Jesus but respectfully joined us for morning prayers. We kept praying in front of them in the mighty name of Jesus!*

*At the end the leaders came and said, ‘We came to help you make your farm better, but listening to your prayers is changing something inside of us.’ The main leader stepped forward and said, ‘I’m the richest person in this entire area, but today I see that my heart is empty. Today your prayers have filled my heart! Then ALL of them asked how to be saved!*

*The next month, the Seed Team leader met an old woman from walking with her grandchildren and all her belongings. The elder asked, ‘Auntie, you look sad, and I see that you are moving today. May I help you?’ The woman motioned for the elder to take her luggage and they began to walk together. Eventually she said, ‘I heard some people have come to this village and they are doing magic and changing our Muslim faith. I even heard that some of the village elders now have accepted Isa (Jesus) from these people. They are doing some kind of magic and I do not want my grandchildren to grow up in this.’*

*As they walked to the edge of the village, the elderly lady said, ‘Child, tell me your name, because I am leaving the village today and will never come back. My heart is broken by these magicians, but you have been so kind to me and I realize that I will miss your kindness when I leave.’ The SEED Team elder replied, ‘I’m one of those magicians you were talking about Auntie.’ The woman was shocked and said, ‘Are you sure? I can can see the face of God on you and if you are one of these people then I must believe in Jesus.’ Tears began to stream down her face and she said, ‘Take me back home so I can tell all of my family about Jesus!’*

*Once they reached back home the entire family came out to see her and she asked the SEED Team elder to share the Good News of Jesus. That day her entire family came to know Jesus.*

*Now by God’s mercy, the first house church raised up leaders and planted another house church.*

*Then those house churches multiplied into others. The M\* house church leaders were trained in the AFC Leadership School to nurture those in their spiritual care and to multiply leaders from among their group. Soon a movement started and today there are more than 180 house churches among the M\* People in C\*. Nearly 2,000 people are following Jesus for the first time ever. Children are learning about Jesus and the new believers are growing everyday in their faith. Please pray for us.”*

# Unpacking the CPM Strategy of the Antioch Family of Churches

Every CPM within the Antioch Family of Church is organized around the following “6 Orders:”

1. Ask God where He is going, then join Him
2. Walk in faith and obedience, trusting Him to provide
3. Seek out the God-hungry “men of peace”
4. Invite God to encounter the “men of peace”
5. Baptize them and teach them to obey
6. Go with the “men of peace” proclaiming the Kingdom to their family and friends.

Among the M\* People of C\* the KBP Seed Team followed these 6 Orders with the following impact.

# Ask God where He is going, then join Him

After the completion of *Focus 2: Market Research* the AFC Leadership, the KBP Trainers and the selected Seed Team began praying and fasting to discern both which business should be selected from the proven models and and where the Seed Team should live. In a hospitality-based culture where, and from whom you are “sent from” are more important than where you are “sent to.”

In this case, it was determined that the neighboring M\* People of S\* would commission the KBP

Seed Team and send both the extended family and the business as a gift from the tribal leaders in S\*. This would insure the proper spiritual covering and also generate a cultural requirement for the village leaders to “host” the team and insure the success of the business.

# Walk in faith and obedience, trusting Him to provide

After the KBP Seed Team’s initial agricultural business failed a deep concern came over the Seed Team and the elders in S\*. Would the village leaders sense the obligation to care for the Seed Team and undertake restoration of the business? Or would they reject the team? The entire future of the project rested on the shoulders of the influencers and leaders among the M\* People in C\*. This is mission critical, because if the M\* people honor the gift and the gift-giver and not “lose face” then they will become more deeply involved with the seed team. Consequently, when the business failed the Seed Team began praying and fasting again for favor among the M\* People.

# Seek out the God-hungry “men of peace”

After the first business failed, the Seed Team continued to gather each day for prayer to seek God for a supernatural intervention. They had already been encouraged by the local M\* village leaders to begin a chicken wholesale business, but they need to insure that the influencers of the first M\* village would not only join them in making this business a success, but that God would use this failure as an opportunity to draw them into His grander plan.

# Invite God to encounter the “men of peace”

When the 64 leaders came into the Seed Team prayer meeting and responded with open hearts to the prayers and the message of the Gospel, the Seed Team Leader knew that a door had opened for multiple house churches to begin at once. According Luke 10, the Good News was announced, and “peace” was spoken over each leader. No apologetics or doctrine is given at this time, nor are discovery Bible Studies launched. The conversation is focused on a personal encounter with the living Christ and the availability of a guarantee path to heaven through the forgiveness of sins available through Jesus Christ.

# Baptize them and teach them to obey

For security reasons (and to help multiply the CPM), each of the Seed Team members met individually with the 64 leaders and encouraged them to bring together their own close-knit family and friends. This process took several weeks until each of the leaders were confident to share their own encounter with Jesus to their friends and family. The Seed Team continued to share openly, but individually, for several weeks until each of the 64 were willing to obey Jesus and share the promise of a guaranteed heaven to their family and friends. A date was set for the announcement.

**6) Go with the “men of peace” proclaiming the Kingdom to their family and friends.**

Then, the 64 leaders all agreed to share the Good News with their trusted family and friends on the same weekend! Members of the Seed Team were invited as the “special guest” in the homes of these men and they also brought along a copy of the Jesus Film and/or other digital audio NT Scriptures. As the leaders shared openly their decision to follow Jesus as the only way to heaven, each of their family members had questions, but also acknowledged that, over the course of the last several weeks, they had also noticed a change in their behavior. The leader (not the SEED Team member) led the meeting, sharing everything he had learned about Jesus. Each extended family of the 64 leaders then asked if they could continue to gather and learn together. Rather than invite everyone to a single large meeting, each of the 64 leaders agreed to meet with their extended family and friends in their own home. This is how 64 house churches were started in one weekend!

At this point, just a few months into the project the Seed Team was spending nearly every night answering questions and helping these new house churches. The Seed Team sent a message back to the leaders in S\* announcing the news and asked for short-term teams to come and help them pray for a bigger breakthrough in the community and to help bring others to Jesus.

Teams were organized from S\* and came to prayer walk, build relationships and, at some point, receive an invitation from the 64 house church leaders! These leaders invited their trusted friends and to come and learn from these guests from S\*. The whole village was buzzing when more friends came from S\* and the M\* People welcomed them into their homes. Over the course of the next several months, teams would come and repeat this process, strengthening the new house church leaders, answering questions and helping them to grow in their faith.

At the same time a leadership school was established so that the house church leaders could begin receiving ministry to be freed from the spiritual bondages of their past and begin to learn the basics of prayer, inductive Bible Study, Fruits of the Spirit, and other foundational topics. In addition much time is given to answer basic questions of faith and help them to live with integrity, but also sensitively to avoid persecution. At the leadership school they also learned about the new Jesus Tribe they belonged too, how to conduct church in their homes, how to explain their faith to Islamic teachers and much more.

Too, since the first 64 house churches were held in the homes of the leaders of the village, these influential men were able to withstand any social or religious pressure to return to the mosque. And, as they shared with their friends, the process of multiplication took place again. And the 64 grew to more than 120, and eventually 180 house churches within the first year.