

KEYYS

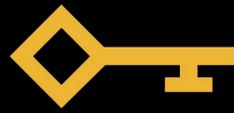
CHURCH

**LAUNCH
PLAYBOOK**





WELCOME



We are so excited to introduce you to Keys Church. It is our prayer that through the next couple of pages you learn more about who we are, what we are planning, and how we seek to accomplish it. We have crafted this booklet with you in mind. It is our purpose to answer any questions you may have as well as inspire you to partner with us in this journey.

At Keys Church, people are our priority. We exist to see people set free from sin and become who God created them to be. You matter to us and more importantly, you matter to God.

Our belief is that everyone was made on purpose, with a purpose, and Jesus is the KEY to unlocking that purpose. We want to see people unlock their purpose and potential in Jesus Christ.

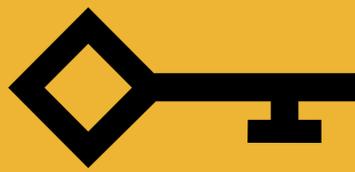
From the moment we began shaping Keys Church we had families and people just like you as our focus. Thank you for taking the time to read through this. We look forward to impacting lives alongside you.



KEYS
CHURCH



**“I AM THE LIVING ONE;
I WAS DEAD, AND NOW LOOK,
I AM ALIVE FOR EVER
AND EVER!
AND I HOLD THE KEYS OF
DEATH AND HADES.”**



REVELATION 1:18

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SCOTT + KIRSTYN

Scott and Kirstyn are the pastors of Keys Church. They grew up in Alabama where they fell in love and married in 2010. They have four children, Belle, Zeke, Snow, and Levi. For the past 6 years Pastors Scott and Kirstyn have had the honor to serve at Ridge Church in Wetumpka, AL.

Over the past 10 years Pastors Scott and Kirstyn have developed a love for not only Central Florida but the people of Central Florida as well. While still living in Alabama, in the winter of 2019, God confirmed the call on their life to plant a life-giving church. As they were praying and asking God what their next step might be, God connected the love that he had put in their hearts for Central Florida to the calling to plant a church while visiting Kissimmee in July of 2020. Scott and Kirstyn are partnered with ARC (Association of Related Churches) and were approved and trained to plant Keys Church.

With hearts full of excitement and expectation, Scott, Kirstyn, and their four children are stepping out in faith toward the dream God has placed on their hearts: plant a new life-giving church in Central Florida – to see people set free from sin to become who God created them to be.





WHY KISSIMMEE

Kissimmee is in the heart of Central Florida, which is the 9th most unchurched area of the U.S. according to Lifeway Research. 63% of the people who live in Kissimmee have no religious affiliation whatsoever. Kissimmee is the largest city and county seat of Osceola County, FL, for which the same 63% (people with no religious affiliation) holds true.

As of 2019, the population in Kissimmee was 72,717 people, with a growth of 20% since 2010. There are an estimated 375,000+ people living in Osceola County, with a growth of almost 40% since 2010. The poverty rate in Kissimmee is nearly 24%, more than 13% above the national average. Florida is 3rd in the nation for human trafficking and the Central Florida area is one of the greatest problem areas in the state. Florida is 17th in the nation for suicides and has the 8th highest divorce rate in the country.

We know that God is already working in Kissimmee and it's our heart to be a part of what others have already begun. We are looking forward to linking arms with co-laborers and to see Jesus lifted even higher.

**“WE KNOW THE NEED IS GREAT,
AND IT'S OUR HEART TO
REACH PEOPLE WITH THE HOPE OF JESUS.”
- PASTORS SCOTT & KIRSTYN**





So what is Keys Church? It's simple. It is made up of people just like you, that love God, love others, and want to share the hope of Jesus with those around them! We exist to see people set free from sin to become who God created them to be. We believe the doing is the becoming, and that at Keys Church you can belong before you believe.

Values light a fire. They are the heartbeat of the church that reflects our collective spirit. Values are filters for decision making and springboards for daily action. It is what characterizes everything we do. Our core values are:

- **JESUS IS OUR MESSAGE.**

Jesus is at the center of it all.

- **UNITY IS OUR PURSUIT.**

We believe that we are better together.

- **GENEROSITY IS OUR PRIVILEGE.**

God has freely given to us; it's our privilege to give back to him.

- **OUR BEST IS OUR STANDARD.**

God gave his best for us, so we give our best to Him.

- **INVITING IS OUR INVESTMENT.**

Being invitational is an investment into eternity.

- **SERVING IS OUR IDENTITY.**

Jesus came to serve, so we come to serve.

- **HONOR IS OUR SPIRIT.**

We honor those we serve under, those who serve beside us, and those who serve under us.

- **GROWING IS OUR CALLING.**

We are called to be fully devoted followers of Jesus, and we will strive to become more like Him.





We believe church is not meant to be complicated. That is why we have a simple approach that will make it easy for any person, whether they are new to church, seasoned in their walk, or returning for the first time in a long time.

ENCOUNTER JESUS *WEEKEND SERVICES*

We want to create an environment where people can encounter Jesus. Our weekend services will consist of Christ-centered worship, life-giving and practical messages, and people looking to grow and belong just like you. Our services will always be a safe place to learn more about God, grow closer to him, and to take a next step in your relationship with Jesus.

FIND BELONGING *KEY GROUPS*

Life is not meant to be done alone. Key Groups are small groups of people, just like you, who share in community outside of our Sunday gatherings. Connecting in a Key Group is a practical and enjoyable way to grow together with others in life-changing community.

UNLOCK PURPOSE *NEXT STEPS*

We're all important to God's plan, and our life will never make sense until we unlock our purpose, and we believe that Jesus is the key to unlocking that purpose. Next Steps at Keys Church are designed to help you in the important process of unlocking your purpose, and there are opportunities to take your best Next Step at all Keys Church services.

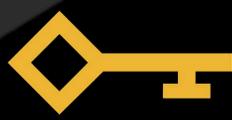
IMPACT LIVES *KEY TEAM*

This is God's ultimate plan for our life - to impact the lives of others. When we do, the Bible tells us we will experience joy. The Key Team is a group of incredible individuals just like you, who have unlocked their purpose and discovered their gifts and passions. They are living out their calling by serving in that purpose each week! We believe that God has a special place for you to use your unique abilities and talents to serve others in your home, in your church, and your community.





TIMELINE



It's never too late to join the journey of Keys Church. There is so much planned for the coming months and for the years to follow. We want to be a church that grows forward and together to reach our community. Here's a breakdown of what we have planned:

MARCH

Interest Party

APRIL

Interest Party

Invite Night

Marketing Phase 1 Begins

MAY

Interest Party

Launch Team Meeting

JUNE

Interest Party

Invite Night

Purchase Equipment

JULY

Serve Day

Interest Party

Marketing Phase 2 Begins

AUGUST

Interest Party

Launch Team Meeting

Practice Service

SEPTEMBER

Launch Team Meeting

Practice Service

SEPTEMBER 18

Launch Sunday





Now comes the big question. How can you fit into the story of Keys Church? We have broken down the answer into three separate parts. You may choose to participate in only one or all of them. What matters most to us is that you ask God what part you can play to make a difference for Him.

PRAY

At Keys Church, prayer is our first response. We believe that prayer is our foundation and with much prayer there will be much power. Please commit to praying for Scott and Kirstyn, the Key Team, and the city of Kissimmee. Here are some specific things to pray for:

PEOPLE: A Key Team team of people who will join with us to impact lives! Pray also for the people of Central Florida, that they would come to know God through the unconditional love of Jesus.

PLACE: For the right location and meeting place we can call home. We are believing for a location that will be a hub for life change and community outreach.

PROVISION: We are asking God for supernatural provision! Provision could be money but it could also be the right relationships, volunteers, properties, buildings, office space, etc. Would you join us in asking God to resource Keys Church?

TEAM UP

We know that it will take a great team of people to build a great church. We believe that God is calling us to do something incredible in the lives of people in Central Florida. This will only happen through a Key Team committed to reaching, building and serving the vision of Keys Church. YOU can jump in today and help people become who God created them to be.

GIVE

God's dream for this city is only possible with the generosity and sacrifice of people like you. Pray and ask the Lord if He would have you give financially toward helping establish Keys Church.



Make checks to:
Keys Church
1882 Rustic Falls Dr
Kindred, FL 34744

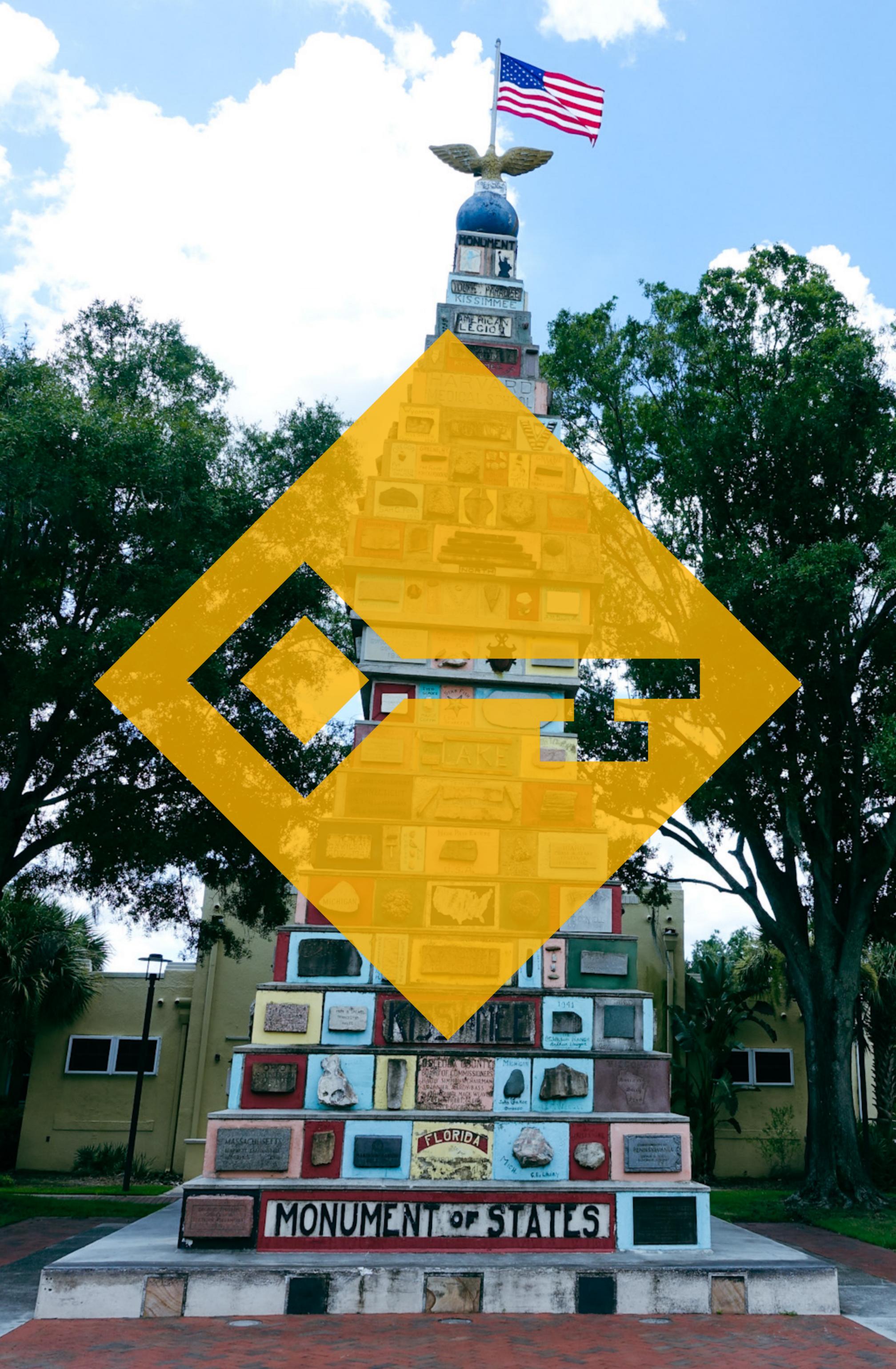


Visit
keyschurch.com
to give online



Text "**GIVE**"
to (407) 305-3337





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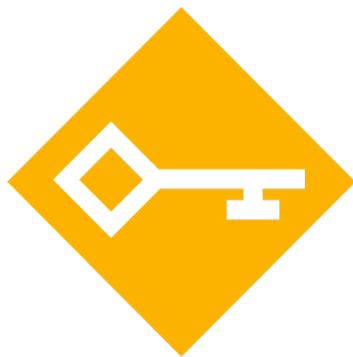
OUR COSTS

We believe that Keys Church isn't just our vision, but it's God's vision for Kissimmee and Central Florida. We know that we cannot do this alone and we believe that God wants to use people just like you to see the dream of Keys Church become a reality.

We want to ask you to ask God how he might have you partner with us to see the people of Central Florida encounter Jesus. Whether it be through prayer, attending interest parties, sharing about Keys Church with a friend, or supporting the vision of Keys Church financially, your support is impacting lives and advancing the Kingdom of God.



All donations to Keys Church are Tax Deductible.



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