

Hatch-A-Thon

Dates: February 8-10, 2018

Location: [First United Methodist Church](#), 190 E Franklin Blvd, Gastonia, NC 28053

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 only \$300 per team**. To register, go to <https://wnc-reg.brapp.com/WNCCatch-A-Thon>.



Hotel Accommodations: We have reserved a block of rooms at the [Comfort Suites](#) in Gastonia the nights of 2/8/18 and 2/9/2018. The rate for a Standard King or 2 Standard Queens is \$89 per night. Please make your own reservation by calling 704-865-6688 by January 8, 2018 and refer to group "WNCC Hatch-A-Thon". All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card.

Schedule

Day One (Thursday)

- 11:00 Check-in and registration
- 11:30 Gathering and Welcome and...What Have I Gotten Myself Into? Overview of Missional Entrepreneurship and the Hatch-a-thon process
- 12:15 Lunch - Introductions and Pitching Our Passions
- 1:30 Hatch Session 1 (Design Thinking Tip Sheet)
- 2:15 Searching for Issachar: An Innovation Primer: The Church's Mandate for Creativity
- 3:00 Wagon Wheeling Our Dreams
- 3:30 Break
- 3:45 Origin Stories (with partner teams)
- 4:30 Building a Theological Foundation Hatch Session 2 (Theological Grounding Tip Sheet)
- 5:15 Hatch Session 3 (Vision and Mission Tip Sheet)
- 6:00 Closing: Homework: Go to bed dreaming of what you want To add to Tip Sheets 1, 2 and 3

Day Three (Saturday)

- 8:00 Breakfast
- 8:45 Centering
- 9:00 Final adjustments
- 10:30 Pitch Session and feedback: Preliminary Round
- 11:30 Lunch/Final Pitch Session
- 1:00 Final reflections
- 1:30 Sending forth

Day Two (Friday)

- 8:00 Breakfast
- 8:45 Centering
- 9:00 Hatch Session 3 (Offerings Tip Sheet) - Phone a friend
- 10:00 Hatch Session 5A (Economic Model Tip Sheet) – Phone a friend
- 10:45 Break
- 11:00 Hatch Session 5B (Economic Model Tip Sheet) – Phone a friend
- 11:45 Break
- 12:00 Working lunch with team
- 1:00 Hatch Session 6 (Marketing Tip Sheet)
- 1:45 Group Check-in and R.O.U.S.
- 2:30 Break
- 3:00 Hatch Session 7 (Logistics Tip Sheet)
- 3:45 Hatch Session 8 (Timeline Tip Sheet) – Phone a friend
- 4:30 Break
- 5:00 Hatch Session 9 (Pitch Tip Sheet)
- 5:30 Pitch practice...



- ◆ Texas Roadhouse—1863 Remount Rd, Gastonia (0.1 miles)
- ◆ Outback Steakhouse—501 N New Hope Rd, Gastonia (0.3 miles)
- ◆ Los Arcos Mexican — 300 N New Hope Rd, Gastonia (0.4 miles)
- ◆ Red Lobster—200 N New Hope Rd, Gastonia (0.5 miles)
- ◆ Brixx Wood Fired Pizza—501 Cox Rd, Gastonia (0.7 miles)
- ◆ Tijuana Flats—2272 E Franklin Blvd, Gastonia (0.7 miles)
- ◆ Long Horn Steakhouse— 405 Cox Rd, Gastonia (0.8 miles)
- ◆ Will's Doggn' it Deli and Dogs—1301 Spencer Mountain Rd, Gastonia (1.0 miles)
- ◆ Webb Custom Kitchen— 182 S South St, Gastonia (2.2 miles)
- ◆ Kyle Fletcher's BBQ—4507 Wilkinson Blvd, Gastonia (2.7 miles)