

EBA West Valley Mobilization Plan

May 2026 — September 2026

*Presented by Dr. Rodney L. Hammer, Associational Mission Strategist
Estrella Baptist Association | May 26, 2026 Planning Session*

WHY THIS MATTERS

The West Valley is one of the fastest-growing regions in America. Families are arriving daily. Communities are forming. Spiritual need is accelerating. But leadership development and church multiplication are not keeping pace.

Arizona's West Valley transformed by the Gospel is not a slogan. It is a mandate — and it requires us to move with urgency, focus, and faith.

This plan is not about maintaining what exists. It is about building what is needed — a sustainable pipeline of healthy leaders, healthy churches, and healthy resources that outlasts any one person or season.

THE CAMPAIGN

"Together for the West Valley"

We will multiply leaders, churches, and resources.

Three Repeatable Messages:

1. The Opportunity

The West Valley is growing rapidly, but leadership and church multiplication are not keeping pace. The window is now.

2. The Solution

We are building a pipeline — intentionally developing leaders, revitalizing struggling churches, planting new ones, and equipping pastors for the work ahead.

3. The Invitation

This will only happen if we move forward together — with people, leadership, and resources aligned around a shared vision.

HOW WE GET THERE — Four Areas of Focus

1. Churches — Revitalization and New Work

Strengthen existing churches and multiply new ones across the West Valley.

- Establish clear processes for church planting and revitalization assistance
- Define intake pathway: inquiry form → office review → team assignment → active support
- Target: 1–2 new church plants per year; measurable revitalization outcomes in 3 churches annually
- Bilingual/Spanish component required in all church planting and revitalization efforts

2. Community Outreach — Local and Global Mission

Take the Gospel into every corner of the West Valley and beyond.

- Evangelism initiatives, local missions, and international partnerships (Philippines partnership active)
- Partner with local organizations for shared community impact

- Ministry hubs serve as the base for community outreach operations
- Bilingual/Spanish component in all outreach efforts

Note: Anti-trafficking response, trauma treatment, and social enterprise initiatives are areas of future consideration as EBA capacity grows.

3. Leadership Development and Pastor Equipping

Develop the next generation of pastors, planters, and missionaries — while investing deeply in those leading today.

EBA already has a **proven, multi-level leadership development ecosystem** in place and growing. Three distinct programs serve three distinct populations:

Program A — GCU Internship Program (*Active — Proven*)

In partnership with Grand Canyon University, EBA recruits college students each fall for a structured spring internship. Interns serve Monday afternoons in an on-campus component at GCU, plus 8 hours per week working in pairs at EBA churches and new works or at EBA events. This develops future ministry leaders at the college level while providing real capacity to EBA churches.

- **First cohort:** Recruited fall 2025, implemented spring 2026 ✓
- **Next cohort:** Recruited fall 2026, implemented spring 2027
- Partnership fully established and vetted through Grand Canyon University

Program B — Monthly Pastor Development Cohort (*Launching 2026*)

A once-monthly half-day gathering — free for contributing EBA member churches — serving simultaneously as the pastor encouragement and equipping initiative AND the EBA leadership development cohort. One unified commitment. Maximum return.

(Full detail in section below.)

Program C — Ministry Residency (*Launching 2027*)

3–5 individuals placed in EBA churches for 6–12 months of hands-on ministry development with structured coaching. Builds directly on the internship and cohort pipelines.

Note: A separate twice-monthly leadership cohort is a future consideration once the monthly cohort and residency are fully established.

4. Funding and Resource Mobilization

Build the financial foundation to sustain and scale everything above.

- Engage all EBA churches in increased giving through vision and ministry seminars
- Identify and cultivate individual major donors — high net worth individuals aligned with the mission
- Research grant opportunities — Lilly Endowment and similar foundations
- Plant high-impact churches that will reach many and give significantly
- Mobilize new partner churches to join EBA
- Revenue from ministry hub space rental (weekly and Sunday use)

INFRASTRUCTURE NEEDED

Ministry Hubs

Two hubs to serve as the operational base for EBA ministry:

Hub 1 — West Valley (Buckeye/Goodyear)

- Warehouse space, newly outfitted, shared use
- Church planting incubator
- Revenue-generating from community and church rentals
- Houses EBA office

Hub 2 — Central/Southwest Phoenix Metro

- Utilize existing partner church(es) — Avondale, Laveen, or south Peoria
- Accessible to broader metro population
- Base for outreach, cohorts, and training events

Staffing Plan

Current: Rodney (part-time AMS) + Twila (Admin)

2027 Addition — Make Rodney Full-Time

Additional \$36,000 investment — reflects the scope of work required to execute this vision at scale

2027 Addition — Ministry Operations Coordinator (Part-Time Contractor)

\$24,000/year. Responsible for:

- Coordinating ministry hub operations
- Leadership cohorts and residency program
- Philippines missions partnership and GCU internship coordination
- Local events and trainings
- Fundraising and mobilization support

Twila/Admin — Continues

Financials, shared resources, communications, Executive Board and team leader support, office management

By 2030: Part-time leaders for each ministry area, or stipends for team leaders

THE MONTHLY PASTOR DEVELOPMENT COHORT

What It Is

A once-monthly half-day gathering — free for all contributing EBA member churches — that serves simultaneously as the **pastor encouragement and equipping initiative** and the **EBA leadership development cohort**. This is one unified product, not two separate commitments.

By merging these two functions, every session carries both the relational warmth of pastoral care and the structured depth of a leadership cohort. Pastors get sustained development. The association gets a flagship initiative it can execute with excellence.

Select months will open a limited number of seats to outside participants — nonprofit leaders, ministry professionals, and others — at \$297/seat, capped at 25–30% of the room to preserve the pastoral culture.

What Makes It Different

- **Covers the whole pastor** — not just ministry skills, but the person behind the role
- **Every session includes a custom AI-assisted tool** — a tracker, a coaching resource, a framework they walk out with and use immediately. Not a handout. A working tool built for their context.
- **Builds peer community intentionally** — monthly consistency over 10 months creates the relationships that sustain ministry for decades
- **Leverages 30+ years of proven content** — upgraded and equipped with today's best tools
- **One commitment, maximum return** — pastors invest one half-day per month and walk away with content, community, and a custom tool every single time

The 10-Month Curriculum

| Month | Topic | Custom Tool |

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| 1 | Personal Wellbeing | AI weekly wellbeing check-in system |

| 2 | Personal Productivity | Custom AI productivity coach for ministry life |

| 3 | Conflict Mgt + Communications | AI conflict response framework |

| 4 | Leadership Development + Assessments | Custom leadership profile + 90-day growth plan |

5	Vision to Strategy	AI-assisted vision mapping template
6	Vision to Execution	Weekly execution tracker with AI accountability
7	Disciple Making Systems	Custom pathway builder for their church
8	Missions	AI-assisted missions strategy resource
9	AI for Ministers	Configured ministry AI assistant — built in the room
10	Coaching + Integration	Personal AI coach prompt library

What Pastors Walk Away With — By Year End

- A personal wellbeing and productivity system
- A clear leadership development plan with self-awareness tools
- A vision-to-execution framework applied to their specific church
- A working disciple making pathway
- A configured AI ministry assistant they know how to use
- 9 additional custom tools — one per session
- A peer community of fellow pastors built over 10 months

The Ask from Participating Pastors

"I commit to attending at least 8 of 10 sessions and bringing my full engagement — not just my presence."

No cost. No registration fee. Just show up and do the work.

Format

- **Frequency:** Monthly
- **Length:** Half-day (3–4 hours)
- **Cost to EBA contributing member pastors:** Free
- **Outside participants:** Select months open at \$297/seat (max 25–30% of room)

CAMPAIGN TIMELINE — May to September 2026

Phase 1 — Alignment (May 1–19) | *"Listen and Clarify"*

- Distribute evaluation survey
- Collect responses (deadline May 13)
- Synthesize 5–7 key insights and 3 major opportunities
- Identify early engaged leaders

Phase 2 — Leadership Formation (May 19–26) | *"Interpret and Decide"*

- Share evaluation summary with leadership team
- Present draft mobilization strategy
- May 26 planning session — agree on initiative, priorities, and next steps

Phase 3 — Quiet Mobilization (June–July) | *"Build the Core"*

- **Donors:** 3–5 conversations per week, 15–25 total, targeting \$50K–\$100K committed
- **Leaders:** 2–3 conversations per week, recruiting 10–15 engaged leaders
- **Initiative:** Recruit cohort participants, finalize structure, set launch date
- **GCU:** Begin recruiting fall 2026 internship cohort

Phase 4 — Public Momentum (August–September) | *"Bring Everyone In"*

- Share stories, early wins, and who is already engaged
- Broader association-wide invitation — teams, cohorts, prayer, giving

Phase 5 — Annual Meeting Launch (September 27) | *"Commit and Commission"*

- Present: what we heard, what we are building, who is engaged, what is next
- Clear invitation extended to leaders, churches, and donors
- Commission the campaign publicly

CAMPAIGN OBJECTIVES — By September Annual Meeting

People

- 25–40 leaders engaged in teams or cohorts
- 10–15 key leaders identified for future pipeline
- Fall 2026 GCU intern cohort recruited

Funding

- \$50K–\$150K committed
- 5–8 Lead Partners identified

Ministry Launch

- Monthly Pastor Development Cohort launched
- GCU Internship Program — second cohort cycle underway
- Residency pipeline defined for 2027 launch
- 1–2 church plant/revitalization pathways defined

FIVE WAYS TO ENGAGE

Every leader, church, and individual asked the same question: *How will you be part of this?*

| Pathway | What It Means |

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| **Lead** | Step into a team or initiative leadership role |

| **Develop** | Join the monthly pastor development cohort or residency |

| **Serve** | Engage in projects, outreach, and ministry — or host a GCU intern |

| **Give** | Become a funding partner at a meaningful level |

| **Pray** | Commit to consistent spiritual covering of this effort |

FIVE MINISTRY TEAMS — Organizational Structure

1. Administrative Team (*Finance, Personnel, and Administration combined*)

Oversees financials, staffing, compliance, communications, and operational support for all EBA teams and the Executive Board.

2. Church Planting Team

Identifies, develops, and supports new church planters and plants across the West Valley.

3. Church Revitalization Team

Engages and assists struggling churches with assessment, coaching, and practical support.

4. Community Outreach Team

Leads evangelism, local missions, and international partnership initiatives.

5. Pastor/Staff Equipping and Encouragement Team

Supports and develops pastors and church staff — oversees the Monthly Pastor Development Cohort, GCU Internship Program, and related initiatives.

Each team: 3–7 members, Team Leader + Associate Team Leader, quarterly reporting to Executive Board, annual SMART goals and KPIs aligned to association vision.

SUCCESS DEFINITION — By September 27

We are not measuring whether everything is built. We are measuring whether momentum is real.

- ✓ Core funding secured (\$50K+ committed)
- ✓ Core leaders engaged (10–15 identified and active)
- ✓ Monthly Pastor Development Cohort launched or date confirmed
- ✓ GCU Internship — fall 2026 cohort recruitment underway
- ✓ Annual Meeting presents a compelling, credible next chapter

A WORD TO EBA LEADERSHIP

One year ago we laid a foundation. We got to know one another. We clarified our vision. We formed teams and set initial goals.

That was the right first year.

This is the right next chapter.

The West Valley will not wait. The churches that need revitalizing need us now. The leaders who need developing need investment now. The communities that need the Gospel need churches now.

We can do far more than we could even hope or imagine — empowered and guided by the Holy Spirit as He sends us, provides all that is needed, and draws people to Himself.

The question is not whether this is possible. The question is whether we will move forward together.

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