

Forestdale Campus Relaunch Plan

Official Relaunch Date: Sunday, September 14, 2025

Campus Pastor: Pastor Vincent & Lady Iris Fisher

Renovation Completion: August 2025 (Design & Work Orders Finalized)

I. LAUNCH TIMELINE & KEY DATES

APRIL 2025

✓ Host Forestdale Campus Team Meeting

- Introduce relaunch strategy
- Assign ministry training groups
- Begin team engagement

MAY – JULY 2025

🔄 Ministry Shadowing Rotations (See Section III)

📱 Launch Digital Marketing Campaign

📍 Begin planning for outreach and community events

🎥 Start filming STAR News segments featuring the Fischers (begin airing in July)

JULY 2025

🎯 **Begin inviting Birmingham attendees to join the Forestdale Launch Team** (July 7)

- Digital sign-ups
- Lobby table with launch info
- STAR News promos and verbal announcements
- 🗨️ Begin targeted push to build the launch volunteer team

AUGUST 2025

🎤 **Pastor Fisher preaches both Birmingham Sunday services – August 18**

- “Vision Sunday”
- In-service invite to join the team
- QR code + digital form for launch sign-ups

Back-to-School Giveaway & Family Fest

- **In partnership with Christian Service Mission**
- CSM provides school supplies
- STAR Church provides food, bounce houses, activities
- On-site registration for launch Sunday

Friday Night of Worship + Preview Service

- Tentative Date: Friday, August 29
- Worship night with full band, Pastor Beavers & Fishers present
- Public invitation to experience the relaunch vibe
- Serve as a soft practice for teams & systems

SEPTEMBER 2025

 **Soft Launch Sunday:** August 31st & September 7

 **Grand Relaunch Sunday:** September 14

- Launch team fully activated
- Promotion and final week of door hangers and social engagement

II. COMMUNITY OUTREACH & PROMOTION

Engagement Events:

- Apartment Cookouts (July–August)
- Back-to-School Giveaway (August – in partnership with CSM)
- Forestdale Food Truck Rally (free to public, sponsored by STAR Church)

Marketing & Awareness Strategy:

- ✓ Facebook/Instagram geo-targeted ads
- ✓ STAR News appearances from Pastor Vincent & Lady Iris (weekly starting July)
- ✓ “Faces of Forestdale” video testimonies from members & volunteers
- ✓ Weekly door hanger distribution in Forestdale throughout August
- ✓ Digital invite toolkits for all members

III. ROTATIONAL MINISTRY SHADOWING PLAN (May–July)

Purpose of Ministry Rotations:

The rotational training experience is designed to equip every Forestdale team member with hands-on exposure to the core ministries that make our worship experiences impactful. Over the course of several months, you'll have the opportunity to shadow, serve, and connect with leaders in areas such as Harvest, Hospitality, First Touch, and STAR Kids & Teens.

Our goal is to help you discover your strengths, gain confidence in ministry, and develop the skills needed to lead with excellence when Forestdale reopens. Whether you're new to serving or a seasoned volunteer, these rotations will give you a strong foundation and help us build a unified, mission-driven team.

This is more than training—it's preparation for purpose as we gear up for a powerful relaunch!

Groups A, B, C, D will rotate monthly across these teams:

- Harvest
- Hospitality
- First Touch (Ushers & Greeters)
- STAR Kids & STAR Teens

Month	Group A	Group B	Group C	Group D
May	Harvest	Hospitality	First Touch	Kids/Teens
June	Hospitality	First Touch	Kids/Teens	Harvest
July	First Touch	Kids/Teens	Harvest	Hospitality
August	Final team assignments for launch			

 **Worship Team trains separately.**

 Each rotation includes:

- Orientation and expectations
- Shadowing main campus leaders
- Hands-on serving
- Feedback and team building

Finance Team

The Finance Team plays a vital role in ensuring that giving is **secure, accurate, and properly stewarded**. This team will be trained in offering collection, handling, counting, and reporting procedures according to STAR Church protocols. Team members will be rotated from the Birmingham campus initially and trained to serve long-term at Forestdale.

✓ Training includes:

- Secure handling of tithes and offerings
- Use of Planning Center for digital giving reports
- Post-service reconciliation and deposit prep
- Maintaining financial integrity and confidentiality


 *The goal is to launch with a fully trained, trustworthy finance team ready to serve with excellence.*

Media Team

The Media Team at Forestdale will be responsible for delivering a **high-quality in-person and digital worship experience**. From screens to sound, livestream to lighting, this team will bring creativity and clarity to every service.

✓ Training includes:

- Operating presentation software (ProPresenter)
- Managing livestream through YouTube/Facebook
- Running audio, lighting, and video systems
- Collaborating with worship, preaching, and STAR News segments

 *Birmingham's Media Team will rotate during training months to provide hands-on coaching and help establish a consistent, professional environment.*

Transportation Provided:

We want to ensure that every Forestdale team member has the opportunity to participate in ministry rotations **comfortably and consistently**. For those who need assistance getting to the main campus, **transportation will be provided** each Sunday via **The STAR Church Sprinter Van**.

Our team is committed to making this experience **accessible and stress-free**, so you can focus on learning, growing, and connecting. The van will run on a **set schedule** and provide a **smooth, convenient ride** to and from service. Just let us know you need a ride—we'll take care of the rest!

IV. LEADERSHIP DEVELOPMENT FOR PASTOR VINCENT & LADY IRIS FISHER

Spiritual & Operational Preparation

- Participate in August Preview Worship Service
- Appear weekly on STAR News starting July
- Lead pre-service **Team Huddles**:
 - Pastor Vincent: every Sunday in **July**
 - Lady Iris: every Sunday in **August**

Vision Casting

- Use STAR News to communicate weekly updates, vision, and team spotlights
- Serve at both main campus service to solidify culture, encourage and recruit team

Special Assignments

- Host **weekly post-service debriefs in the Game Room** with Forestdale Team
- Create space for feedback, spiritual encouragement, and momentum building
- Finalize launch Sunday team roles by last week of August

V. RESOURCES & SUPPORT NEEDS

- T-shirts, signage, and launch promo items
- Supplies and food for outreach events
- Worship and AV walkthroughs in August
- Digital sign-up forms, social media graphics, and internal communication hub
- Children's area fully outfitted and staffed by August 25