



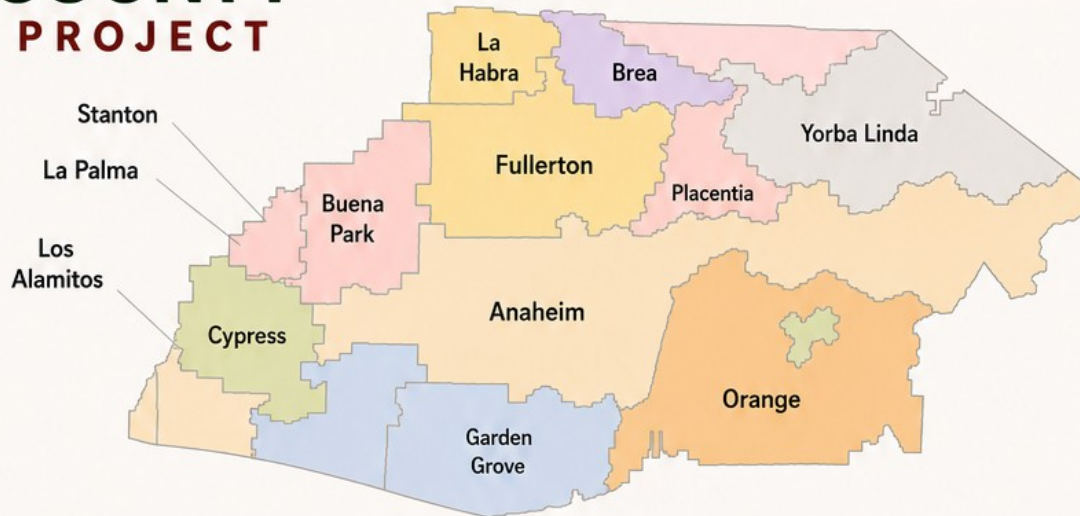
NORTH COUNTY PROJECT

OUR MISSION

*Developing mature
disciples of Jesus
who multiply.*



**1.2 MILLION
PEOPLE
IN 14 NORTH ORANGE
COUNTY CITIES¹**



OUR STRATEGY: 7 SIMPLE STEPS



PARTNER

We partner with
one church in
each city.



EQUIP

We equip a core
of believers to
make disciples.



MULTIPLY

They make
disciples who
multiply.



CULTURE

Disciple-making
becomes the
normal culture
of the church.



REACH

Our churches
reach their cities
with the love
of Jesus.



REPEAT

We repeat in all
14 North Orange
County cities.



TRANSFORM

All of North Orange
County is transformed
by the Gospel of
Jesus Christ.

THE OPPORTUNITY



≈ 120,000

PEOPLE ROUGHLY CLAIM
TO BE PROTESTANT AND/OR
EVANGELICAL

Only about 120,000 people (≈10% of
the population) claim to be Protestant
and/or Evangelical.²



**FEWER THAN 5%
OF U.S. CHURCHES**

have a reproducing
disciple-making culture.³



45%

of people in Orange County
who don't go to church indicate
they are curious to know more
about Jesus and are curious
about what the Bible says
about Jesus.⁴

WHY THIS STRATEGY WORKS



OUR OBSERVATION

We've observed that when a committed
core of ordinary believers is equipped
to make disciples, the culture of their
church begins to change—and as the
church changes, it naturally begins
reaching the surrounding community.



BACKED BY RESEARCH

This observation is consistent with
research on how new ideas spread
through social systems. Everett
Rogers' *Diffusion of Innovations*
theory identifies the impact of
early adopters in cultural change.⁵
Exponential Ministries also agrees
with the Diffusion of Innovations
principle.



THE LEAVEN/LUMP HYPOTHESIS

We hypothesize that equipping
approximately the "early adopter" core—
around 16% of a congregation—can
create the conditions for disciple-making
to become the culture of the church so
that the church **reaches the 1 million.**

OUR 5-YEAR GOALS

1



ESTABLISH A
DISCIPLE-MAKING
PARTNERSHIP WITH
AT LEAST ONE CHURCH
IN EACH OF THE
14 CITIES.

2



CREATE AN
UNHURRIED AND
CONSISTENT CULTURE
OF PRAYER THAT
PERMEATES EVERYTHING
WE DO.

3



RAISE UP 100
APPRENTICES WHO
CAN SERVE AS
CAPABLE WORKERS
TO TRAIN OTHER
PEOPLE.

1. Population estimate based on 2023 data for the following 14 cities.
2. Estimate derived by applying North County Project's analysis of the 2020 ARDA Religious Congregations & Membership Study for Orange County to the combined population of the 14 North Orange County cities.
3. Exponential Ministries. (2022). *Exponential Organizations 2.0*. (Lifetime Value Edition).

4. Barna Group. (2023). *What people think about the Bible: Insights from Orange County, CA*. Retrieved from <https://www.barna.com/research/what-people-think-about-the-bible/>
5. Everett Rogers, *Diffusion of Innovations* (5th ed.).