



# **The Lumiere Project: Church Planting in Francophone Africa**

## **Evaluation Manual**

**August 2015<sup>1</sup>**

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<sup>1</sup> Updated April 2018

# INTRODUCTION

## Description of the Program and/or Product

*The GodMan* (TGM) is an animated film portraying the life of Jesus. OneHope developed TGM as a tool for evangelizing low-literacy children and youth in Africa and throughout the world. The film is often shown in schools, churches, and other public areas.

### *Church Planting Using The GodMan Film*

OneHope began using TGM in Anglophone Africa in 2004 and in Francophone Africa in 2005. Soon after, TGM began to be used as part of church planting efforts. From 2005 to 2014, OneHope was involved in planting over 250 churches in the Francophone region, nearly all of which involved showing TGM. Most churches are planted in rural areas or in smaller towns near large cities.

OneHope partners with existing churches (which are usually current OneHope partner churches) to initiate the church planting process. The church planting process usually follows five steps:

1. Identify an under-reached area with few churches
2. Identify local kingdom-minded laborers to help with church planting
3. Visit the area to strategize and plan for how to plant churches
4. Spend 3-7 days in the area doing outreach & evangelism activities (nearly always involving TGM showings), culminating in the opening of one or more churches on a Sunday
5. Provide ongoing support to the new church plant, such as pastoring, building construction, children's & youth ministry materials, etc.

### *The Lumiere Church Planting Initiative*

The Lumiere Project is a OneHope initiative whose goal is to plant 3,300 churches in francophone Africa by the end of 2020 using TGM church planting approach. In September 2014, a Lumiere planning conference was held with OneHope national directors from throughout the francophone region. The Lumiere Project was officially launched at a regional conference in September 2015. At that time, church planting activities were already underway in several countries.

In each country, a GodMan Coordinator oversees church planting activities and a National Research Coordinator oversees survey data collection and submission. A Regional Research Coordinator works closely with the National Research Coordinators, especially during the most intensive data

collection periods in May and November of each year. The International Research Coordinator will serve as an additional liaison to the region to facilitate timely and rich data collection.

**Table. Annual church planting targets by country<sup>2</sup>**

Country	Church Planting Target						
	Total, 2015-2020	2015	2016	2017	2018	2019	2020
Benin	300	50	50	50	50	50	50
Burkina Faso	300	50	50	50	50	50	50
Cameroun	108	18	18	18	18	18	18
R.D. Congo	258	43	43	43	43	43	43
Cote D'Ivoire	996	166	166	166	166	166	166
Gabon	198	33	33	33	33	33	33
Mali	288	48	48	48	48	48	48
Niger	330	55	55	55	55	55	55
Chad	300	50	50	50	50	50	50
Togo	246	41	41	41	41	41	41
Totals	3,324	554	554	554	554	554	554

### Outcomes of the Program

1. Through the Lumiere Project, 3,300 churches are planted in francophone Africa by June 2021<sup>3</sup> using the GodMan church planting approach.
2. Children’s ministry is included as part of the standard church programming in the churches that are planted.

### Goals of the Evaluation

The goals of the evaluation are:

1. To track progress toward the goal of planting 3,300 churches by June 2021 (see *program outcome #1*).
2. To estimate how many of the new churches have a children’s ministry or youth ministry (see *program outcome #2*).
3. To monitor the health of a sample of church plants in 2 countries over time.
4. To better understand the GodMan church planting process in Francophone Africa and the key indicators that correlate with healthier churches.

<sup>2</sup> The number of churches planted in each country may gradually build over the course of the 5 years.

<sup>3</sup> It was decided to postpone the program’s ending date to June 2021, because of a slow start to the program in 2015 as a result of delays in TGM equipment clearing customs in several countries.

# METHODOLOGY

## Definitions

Church: A group of believers that meets regularly for worship and fellowship, in a particular location, and is led by a pastor.

Church plant: A church that was recently established and is not yet self-supporting in terms of finances and/or a pastor.

Pastor: Someone who (1) in response to a call from God, has committed him/herself to lead a church, and (2) has received or is currently receiving training for that leadership role.

Pioneer Church Planter: A pastor or lay leader who plants a church in an unreached area.

Children’s and/or youth ministry: Intentional evangelism and discipleship of children and/or teens by equipped church leaders, which involves regular meetings.

## Evaluation Goals and Measurement Tools

Evaluation Goals	Measurement Tools
1. To track progress toward the goal of planting 3,300 churches by June 2021	<ul style="list-style-type: none"><li>• Church survey</li></ul>
2. To estimate how many of the new churches have a children’s ministry or youth ministry	<ul style="list-style-type: none"><li>• Church survey</li><li>• Pastor interview</li></ul>
3. To monitor the health of church plants initially and over time	<ul style="list-style-type: none"><li>• Church survey</li><li>• Pastor interview</li></ul>
4. To better understand the GodMan church planting process in Francophone Africa and the key indicators that correlate with healthier churches	<ul style="list-style-type: none"><li>• Pastor interview</li></ul>

**Table. Signs of a healthy church (see *Evaluation Goal #3*)**

Outcomes: Signs of a healthy church	Measurement Tools
1. Attendance is stable or increasing.	<ul style="list-style-type: none"> <li>• Church survey</li> <li>• Pastor interview</li> </ul>
2. The church has a ministry to children and/or youth.	<ul style="list-style-type: none"> <li>• Church survey</li> <li>• Pastor interview</li> </ul>
3. The pastor’s teaching aligns with Christian doctrine. <sup>4</sup>	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>
4. Transformed lives: <ul style="list-style-type: none"> <li>○ On a regular basis, people make new commitments to follow Jesus.</li> <li>○ There is a regular (or at least occasional) baptism for new believers.<sup>5</sup></li> <li>○ Attendees have testimonies of life transformation.<sup>6</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>
5. Additional churches are planted by the new church. <sup>7</sup>	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>

<sup>4</sup> As measured by recent sermon topics, which may indicate whether they rely on the Word and what they wish to convey to their congregation.

<sup>5</sup> New believers are usually only baptized after a period of 6 months or more, having demonstrated that their beliefs and practices (e.g. abstaining from alcohol; renouncing faith in evil spiritual powers or practices) align with Christian doctrine & teaching. During the interview, pastors will be asked how they decide when someone is ready to be baptized. This will help us to determine the significance of baptism in a particular church.

<sup>6</sup> As collected in the pastor interview. We will try to speak with specific attendees if the pastor suggests it.

<sup>7</sup> It often takes 3-5 years before a new church plant gets a new pastor (source: Jim Byh, OneHope Francophone Regional Director). Therefore, multiplication of church plants is not necessarily expected within the timeframe of this evaluation. But we will measure it just in case.

**Table. Factors contributing to a healthy church (see *Evaluation Goal #4*)**

Process/Inputs: Factors contributing to a healthy church	Measurement Tools
1. Religious context: Whether the local community predominantly follows animist/traditional religion, Christianity, Islam, or a mix.	<ul style="list-style-type: none"> <li>• Church survey</li> </ul>
2. The church was planted by a parent church. <sup>8</sup>	<ul style="list-style-type: none"> <li>• Church survey</li> </ul>
3. Parent church characteristics: size of congregation, distance from church plant, previous church planting experience, and presence of a children’s and/or youth ministry.	<ul style="list-style-type: none"> <li>• Church survey</li> <li>• Pastor interview</li> </ul>
4. The church receives support (pastoral leadership, pastoral training/mentoring, finances, etc.) from the parent church and/or other sources, initially or on an ongoing basis.	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>
5. The church is led by an equipped pastor or pastoral team. <sup>9</sup>	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>
6. Facility: Whether the church owns a building, rents, meets in a house, etc.	<ul style="list-style-type: none"> <li>• Pastor interview</li> </ul>

<sup>8</sup> This is not a *requirement* for a healthy church, because in some settings (such as areas with very few churches), churches may need to be planted independently, unlinked to any parent church. Still, an ongoing relationship with a healthy parent church (including pastoral support and/or training) can be very helpful for a new church plant. OneHope carefully selects parent churches to partner with for church planting, based on several criteria:

1. The pastor/church’s beliefs are in line with Christian doctrine.
2. The pastor has sufficient training and/or experience to train other pastors and to plant churches
3. The pastor and/or other church leaders have a desire to and/or track record of planting churches

<sup>9</sup> This may be an elder or other lay leader, a pastor-in-training, or a trained & experienced pastor. Pastoral staffing may be provided by a parent church.

## Measurement Tools & Methods

### A. Church Survey

Purpose: See evaluation goals 1-3 (page 4).

Process:

In each country, each GodMan team leader<sup>10</sup> will fill out a 1<sup>st</sup> Church Survey for every new church that is planted. A Final Church Survey is completed for each church 12 months after the 1<sup>st</sup> Survey is submitted.<sup>11</sup>

Starting in November 2015 and every 6 months thereafter (May 2016, November 2016, etc.), each GodMan team leader will submit the newly completed surveys to the National Research Coordinator, in the form of photographs<sup>12</sup>, scans or photocopies. The GodMan team leaders will keep the original surveys.

Church survey collection dates:

- November 2015: initial survey of churches planted so far in 2015<sup>13</sup>
- 2016: May, November
- 2017: May, November
- 2018: May, November
- 2019: May, November
- 2020: May, November
- 2021: May

The survey follow-up period for each individual church is 12 to 18 months. However, we would also like to get an idea of what happens to churches over the course of the 5-year evaluation period. Therefore, near the end of the Lumiere Project, we will also request updated surveys<sup>14</sup> from a random sample of church plants (details to be determined later).

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<sup>10</sup> Each GodMan team will have one person responsible for leading and reporting on church planting activities. The number of GodMan teams in each country is in the Appendix.

<sup>11</sup> Initially, a 2<sup>nd</sup> Church Survey was also completed six months after the 1<sup>st</sup> Church Survey was submitted. The 2<sup>nd</sup> Survey was discontinued in September 2017 in order to simplify the data collection process for field staff.

<sup>12</sup> We will test the feasibility of using smartphones as a way to document and submit information in a more timely manner.

<sup>13</sup> The Lumiere Project officially launched in August 2015, but church planting activity has been ongoing in several countries before then. Churches planted anytime in 2015 can be included in Lumiere reporting.

<sup>14</sup> These churches will also be asked whether they have planted any additional churches.

## **B. Pastor Interview**

Purpose: See evaluation goals 2-4 (page 4).

Sample Size & Selection of Sites:

Pastor interviews will initially be done in two countries:

- Niger (representing the majority-Muslim Sahel region)
- Benin (representing the majority-Christian southern region)

In each country, a sample of 10 church plants will be randomly selected from the church plants reported in November 2015, within a pre-determined geographically accessible area<sup>15</sup>. A mix of rural and peri-urban churches will be included in the sample. If fewer than 10 churches have been reported in a country, the remaining churches can be randomly selected from the church plants reported in or by May 2016.<sup>16</sup>

The first set of church visits and pastor interviews will be done in June-July 2016. Interviews will be repeated annually (see below for details).

Additional churches may be added after year 1 of the evaluation (e.g. 2-5 churches per year), in order to evaluate the church planting process as it evolves over the course of the 5-year program. The number of churches added will depend on logistical feasibility, based on year 1 of the evaluation. The additional churches will be chosen randomly from the churches reported in each country.

Interview process:

Trained OneHope interviewers will visit each selected church starting in June or July 2016 and every year thereafter. The Baseline Interview form will be used during the first visit to each church. The Follow-Up Interview form will be used for each subsequent visit.

If possible, visits may be scheduled on a Sunday in order to attend a church service and record attendance. If there are multiple pastors, interview the most senior/experienced pastor, if possible.

Factors measured in the interviews are listed in the tables *Signs of a Healthy Church* and *Factors Contributing to a Healthy Church*, above.

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<sup>15</sup> We will probably limit the selection to specific regions or departments in each country, in order to make the visits more feasible logistically

<sup>16</sup> The dry season (approximately October to May) is usually the most active church planting period.

### Church visit dates:

The schedule of church visits (and pastor interviews) for the initial sample of churches is shown below.

- June-July 2016 (baseline interviews<sup>17</sup>)
- June-July 2017 (first follow-up interviews)
- June-July 2018
- June-July 2019
- June-July 2020

### Sample Size & Selection of Sites

(For more details, see *Measurement Tools & Methods*, above.)

	<b>Church Surveys</b>	<b>Pastor Interviews (church visits)</b>
<i>Participating countries:</i>	All countries in Lumiere	2 countries: Benin and Niger
<i>Participating church plants:</i>	All church plants	A random sample of church plants: <ul style="list-style-type: none"><li>• Year 1: 10 churches per country (chosen randomly from all reported church plants within a pre-determined geographically accessible area)</li><li>• Years 2-4: each year, 2-5 additional churches may be added per country</li><li>• Mix of rural and peri-urban churches</li></ul>

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<sup>17</sup> Interviews may be anywhere from 1-16 months after the planting date of each church.

## Reporting Timeline

Annual research reports:

- Early 2017 (after year 1)
- Early 2018
- Early 2019
- Early 2020
- Final report: Late 2021

## Key Results and Indicators

The following key results and indicators will be included in the annual and final reports.

### Church planting basics

- Number of churches planted (total, by country, by rural/urban, by denomination, and by year)  
(Program outcome #1)
- *Attrition rate*: Percent of church plants that have closed within 12-18 months of starting<sup>18</sup>

### Outcomes: Signs of a healthy church

- *Attendance*:
  - Percent of churches with stable or increasing attendance
  - Average number of attendees per church
- *Ministry to children, youth, and adults*:
  - Percent of church plants with children's and/or youth ministry (Program outcome #2)
  - Percent of church plants using the 4-lesson GodMan Program \*\*
  - Percent of church plants with ministry to adults \*
- *Sound teaching*: Pastors' teaching aligns with Christian doctrine \*
- *Life transformation*:
  - Average number of new commitments to follow Jesus in the past month, per church \*
  - Average number of baptisms (adults, children) per church since it began
  - Testimonies: percent of churches with one or more member testimonies of life change, every 6 months \*
- *Church planting*: Percent of churches that have planted a new church \*

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<sup>18</sup> It is expected that some new church plants will not last, for a variety of reasons. If the attrition rate is more than 5-10%, information about the factors listed below may be used to help understand the reasons for failure.

\*\* Based on the sample of churches in Niger and Benin. (All other results are based on surveys from all church plants.)

## Process/inputs: Factors contributing to a healthy church

- *Religious context:* Percent of churches planted in areas where the majority of the population follows animist/traditional religions, Christianity, or Islam
- *Parent church:*
  - Percent of churches planted by a parent church
  - Size of parent church \*
  - Distance from parent church to church plant
  - Percent of parent churches with prior church planting experience \*
  - Percent of parent churches with a children's and/or youth ministry \*
- *External support:* Percent of churches receiving ongoing support (pastoral staff, pastoral training, finances, etc.) from a parent church or other source \*\*
- *Equipped pastor/pastoral team:*
  - Pastors' education and prior ministry experience \*
  - Percent of churches led by one pastor versus multiple pastors who alternate \*
  - Percent of churches whose pastors receive ongoing training or mentoring, if needed (see *External support*, above) \*
- *Facility:* Percent of churches that own a building, rent, meet in a house, etc. \*
- Successes, challenges, and needs of the church plants \*

## Partners

The evaluation is a collaboration involving in-country partners & several OneHope departments:

- A variety of in-country church and denominational partners
- Pastors of the new church plants
- OneHope Francophone Regional Director, Regional Team, National Directors, National Research Coordinators, and GodMan Team Leaders
- OneHope Advancement Team
- OneHope Research Team

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\*\* Based on the sample of churches in Niger and Benin. (All other results are based on surveys from all church plants.)

## Limitations

We would like to evaluate whether beliefs and practices of the pastor(s) and of church attendees are in line with Christian doctrine. Beliefs and practices are difficult to measure directly (especially in the church planting context, based on previous experience), so we will use several other indicators:

- Church attendance: In West Africa, simply attending church is a significant commitment and statement of allegiance to Christ, especially in places that are not predominantly Christian.
- Parent churches: The OneHope team carefully chooses good parent churches to partner with. This is a good indicator that the resulting church plant will be led by a well-grounded pastor with doctrinally sound teaching. For this reason, it can be helpful if the church plant has an ongoing relationship with the parent church.
- Baptism: Pastors will usually assess new believers' personal beliefs and behaviors before baptizing them. (During the pastor interviews, we learn how each pastor decides whether someone is ready to be baptized.) Therefore, we track the number of baptisms as an indicator of the beliefs and behaviors of new believers, rather than trying to assess beliefs and behaviors ourselves. However, the number of baptisms also depends on the number of new believers in the church, so there is not a simple, direct relationship between number of baptisms and the beliefs of new believers.
- The pastor's recent sermon topics.

## Appendix

**Table. Number of GodMan teams in each country, as of July 2015<sup>19</sup>**

<b>Country</b>	<b>GodMan teams</b>
Benin	10
Burkina Faso	9
Cameroon	2
Chad	6
Cote d'Ivoire	11
DRC	4
Gabon	0
Guinea	0
Mali	5
Niger	6
Togo	8
<b>Total</b>	<b>61</b>

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<sup>19</sup> Source: Martin Ramirez, OneHope Global Operations