

# Ultimate Guide to Launching a Building Project

AN ESSENTIALS GUIDE



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# 10 CRITICAL STEPS TO LAUNCHING A SUCCESSFUL BUILDING PROJECT

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## 1. Do Your Due Diligence

- The Land Title must be cleared before any other step can be taken... and it can cause serious issues if not taken care of correctly.
- Surveys and Land Studies must be done in order to understand the necessary steps the design team needs to make to ensure proper use of the land.

## 2. Understand Zoning and Building Restrictions

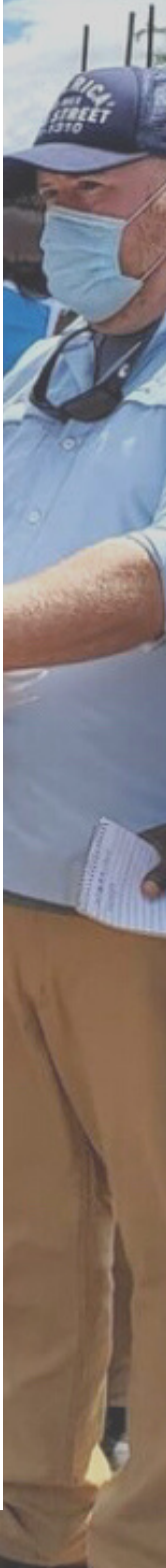
- Knowing what you can build is essential to the planning process, as hasty plans seldom make for lasting progress. For every type of project, there are a multitude of restrictions that must be taken into account.
- Understanding the process to get to the point of breaking ground requires going through the right channels and right people before breaking ground.

## 3. Set a Realistic Budget

- The budget for the project must take into account every aspect of Design and Construction, and requires an understanding of the Operating costs as well.
- Realistic expectations of your budget will allow the design team to make the changes necessary to fulfill your dream of a project.

## 4. Your Schedule is a Guideline

- Be flexible with the schedule, as it is a guideline, not a rulebook. Your schedule should make decisions easy, set the right things in priority, and work with the project management team.
- Remember that certain things are outside of your control, and plan for the unexpected. Peace comes when your whole team knows the big picture.



## 5. Design for Tomorrow, Not Just Today

- Have growth in mind... remember, this is a permanent building! Know your organization's goals well, and use those to identify the best use of your project in preparing for the future.
- Dream big, but within reason. Know the limits of your funding base and what that means for your budget, as this will free your team to dream well.

## 6. Invite the Right People to Your Team

- Your project team should be comprised of the right people. It seems simple, but this is absolutely essential to the health of the project.
- A great team is built with design professionals, contractors, and advisors who believe in the project and your organization.

## 7. Plan for the Unexpected

- Everyone has heard the phrase "expect the unexpected". It rings true for building projects, especially as these projects can be thrown off schedule and budget by any number of possibilities.
- The best projects have contingencies for unwanted circumstances, and have a team willing to calmly work through project challenges.

## 8. Over Communicate

- Establishing the right channels of communication should be one of the first steps for any project team. Communicating about everything, big and small, should become a welcome habit that ensures project success.
- Frequency of communication is critical for a project team to remain up to date with evolving circumstances and any strategic changes.

## 9. Establish a Plan and Execute

- Construction is a process, so having a plan and patiently executing the plan is paramount to your success. Simply having the plan isn't enough. The entire team must be on board with the process.
- Identify which boxes need to be checked, and get them checked! It's simple, but what is simple is effective.

## 10. Finish Your Capital Campaign Before Starting

- Have the resources before beginning the construction phase. "If you build it, they will come" should not apply. Essentially, put yourself in a position to communicate progress, not ask for more support.



# WHAT IS PROJECT LAUNCH?

Project Launch is the most critical phase in the project delivery process, but is the often the least understood of all the phases.

Simply stated: this phase is the point where the leadership team defines the scope of the project and sets the foundation on which the project is designed and constructed.

Organizations should invest as much time as necessary to the launch phase and should ensure that it is completed before proceeding to the design phase.

Fundraising is more successful if prospective donors see an organized plan of action for the proposed project.

Project Launch allows that to be accomplished, through a process of specifically defining the scope, schedule, and budget for the project. As an added bonus, when done right the Project Launch phase allows the design, construction, and occupancy phases to flow much more smoothly because the project is started with a firm foundation.



***THE END DEPENDS  
ON THE BEGINNING***



# WHY PROJECT LAUNCH?

A typical construction project involves many moving parts and pieces. Without proper management of those pieces, the results can be full of disorganization and chaos. That isn't healthy, and doesn't bring the satisfaction that should come with a project. The process of starting and implementing a capital project does not have to be this way and it can actually be fun! Having a structured process at the onset can minimize the emotional swings of a project and keep it on track. As is true of many complex undertakings, the end depends on the beginning – which is why Third Lens puts a heavy emphasis on a stage called “Project Launch.”

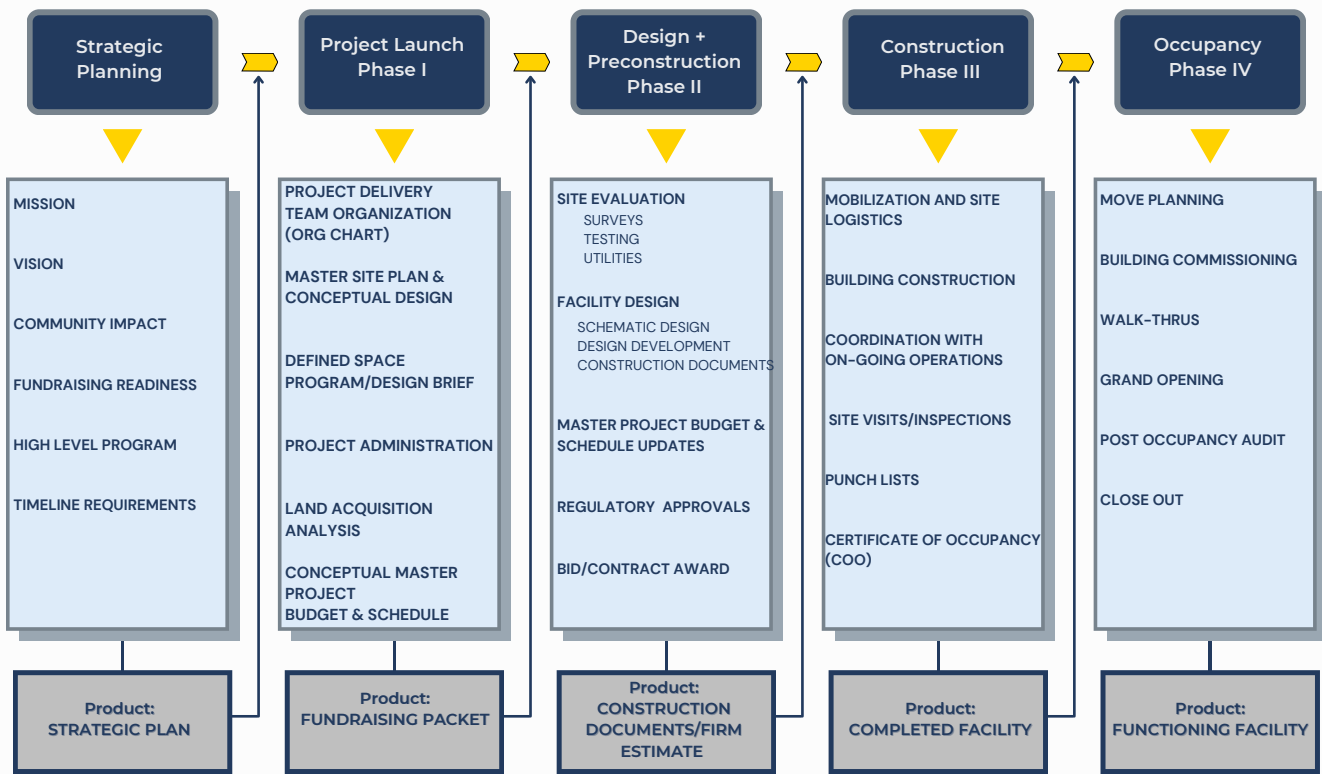
Third Lens believes an effective launch is key to successful delivery of a project. Bridging the strategic plan phase and the design phase, the Launch Phase defines the project and gives the organization a chance to make any changes with a minimum investment of funds.

Before any design is put on paper, the dirt is moved, or a single brick is laid, the Launch Phase should be completed. Project Launch focuses on the organization and planning components of the delivery process. It establishes the project expectations and defines the project scope, cost, and other parameters.

The end product of this phase is a **Fundraising Packet that details the scope, schedule, and budget for the project.** Once the Launch Phase is completed, then you can move into the next phase of the development project.



*The Project Launch phase focuses on the organization and planning components of the delivery process.*



# OVERALL PROJECT DELIVERY PROCESS

*Third Lens has developed a five step project delivery process in which Project Launch is the second phase. The phases go as follows:*

## Strategic Planning

Defining: mission, vision, community impact, project financial sustainability, high level space program, and preliminary timeline

**Product: Strategic Plan**

## Project Launch - Phase I

Defining: project delivery team organization, master site plan and conceptual design, program, project administration, land acquisition analysis, master project budget and schedule

**Product: Conceptual Design + Fundraising Packet**

## Design + Preconstruction - Phase II

Defining: site evaluation (surveys, testing, utilities), facility design (schematic design, design development, construction documents), master project budget and schedule updates, regulatory approvals, bid/contract award

**Product: Construction Documents + Cost Estimate**

## Construction - Phase III

Defining: mobilization and start-up, building construction, coordination with on-going operations, site visits/inspections, punch lists, certificates of occupancy

**Product: Completed Facility**

## Occupancy - Phase IV

Defining: move planning, building commissioning, walk-throughs, grand opening, post occupancy audit, close-out.

**Product: Functioning Facility**

# WHAT WE DO DURING PROJECT LAUNCH

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## Assist with Site Selection

- Due Diligence
- Site Evaluation (surveys, soil testing)
- Analysis of zoning and building requirements

## Conduct a Project Launch Readiness Assessment & Gap Analysis

- Interviews with Key Staff
- Review of existing property information
- Recommendations for site testing
- Analysis of Operational Financials (financial sustainability for proposed project)

## Development of High-Level Master Program Schedule

- Project Launch timeline
  - Team selections
  - Financing/Fundraising
- Dry-in target
  - Construction completion + Move in
- Overall design timeline
  - Key Milestones
  - Breaking ground

## Development of Preliminary Master Program Budget

- Land Cost
- Construction Costs
- Professional Fees (design project management, etc.)
- Soft costs



## Selection of Phase I Project Team

- Pre-construction Contractor
- Architect
- Civil Engineer
- Other Consultants

## Completion of a Defined Space Program for the Project

- Explanations of programs and anticipated space requirements for such programs

## Completion of Site Layout Drawing

- Maximum usage of acreage
- Aerial rendering of master plan

## Completion of a Conceptual Design and Renderings

## Project Administration

- We utilize Procore, an industry leading Construction Management software, to manage all our projects. Our clients have full access to their project data in real-time.

## Final Deliverable

- A fundraising packet with all the above included
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## RETURN ON INVESTMENT

***The fundraising packet at the conclusion of Project Launch will enable your church to successfully launch a capital funding campaign.***

The fundraising pitch deck includes the essential information sought by sophisticated donors and many times requested by foundations for grants applications. The fair market value of the services provided by Third Lens, including project management and design services, and other consultants is typically well below the costs the church would see in the marketplace.



## Timeline & Cost

The duration of the Project Launch phase typically takes six to eight months to complete. Third Lens provides Project Launch services in exchange for a monthly fee at below market rate. When churches work with Third Lens it is our goal to ensure the scope, schedule, and budget are defined in Project Launch so organizations can effectively move forward with their project in an organized manner. This is why the operational efficiency of our services as compared to industry competitors is at approximately 30% of the average industry cost.

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## General Responsibilities

The scope, terms and conditions of this engagement will be memorialized in the execution of a program management agreement by both parties. Third Lens will immediately begin recruiting industry professionals to interview to join the project team, while reviewing existing documents and relationships related to the project.

# FUNDRAISING PACKAGE EXAMPLES



View the full LIIV ATL  
Funding Packet by  
scanning this QR code.









## The Harsh Reality

We witness the alarming reality of kids starting school already so far behind. But we refuse to let their futures be determined by early failures. We step in, almost from the moment they are born, providing the support and guidance they need during their crucial pre-K to K days. We teach them to read, help them develop problem-solving skills, and give them the tools to overcome the obstacles that have held them back.










 Metro Atlanta has a poverty rate of 20.84%—double the national average

 87% of individuals living within the perimeter are unchurched

 Violent crime in the city is nearly three times the state average

 A crime occurs every two minutes in Metro Atlanta

 Atlanta is ranked 22 out of the 25 most segregated cities in America

 One in six children in Metro Atlanta suffer from food insecurity

 9% of the population is atheist or agnostic

THE HARSH REALITY
THE CALL TO REPAIR
WHO WE ARE
WHY BUCKHEAD
THE SITE
THE JOURNEY
LIIV LABS
WHERE GOD IS LEADING
JOIN US

# FUNDRAISING PACKAGE EXAMPLES

## The Missional Model

### The Mission

Our mission at LIIV Atlanta is to see all people flourish. We are building a church that will grab hold of that mission and carry the love of Jesus to the city throughout the week by helping people embark on a journey to know God, find freedom, and discover purpose, so that we can make a difference beyond the walls of the church. We believe we can reach every corner of our city to impact families, businesses, the arts and entertainment, education, politics, and media for the glory of God. We realize that we can't do this alone. It will take faith and support from individuals like you who are passionate about seeing a major city like Atlanta be transformed by the gospel of Jesus Christ.



### Missional Mentors

- ✓ **Chris Hodges**  
Senior Pastor  
Church of the Highlands  
*Spiritual Father*
- ✓ **Dino Rizzo**  
Executive Director  
Association of Related Churches  
*Strategy & Model Mentor*
- ✓ **Earl McClellan**  
Senior Pastor  
Shoreline City Church  
*Organizational Diversity*
- ✓ **Herbert Cooper**  
Senior Pastor  
People's Church  
*Organizational Care & Culture*
- ✓ **Denny Doran**  
Senior Pastor  
Shreveport Community Church  
*Collaborative Coaching*

### The Financial Model



Our church has a sustainable financial model that is both reproducible and integrous. We base our budget on 90% of the previous year's income, and we never exceed our benchmarks of 35% on staff, 35% on building, and 20% on ministry expenses. Additionally, we always give the first 10% to God as tithe. These metrics keep us accountable and ensure that we run an integrous organization.

### The LIIV Children's Care

Our financial model consists of two streams of income: the congregation and the daycare. If we have 500 people in our congregation, and 150 of them give 6% of the average income for the demographic, we can have a \$1.2 million budget per year. If we increase our congregation to 600 people, and 200 of them give 6% of the average income, we can have a budget of \$1.3 million. This is one turbo engine. The other turbo engine is the daycare. With our facilities, we can accommodate 100 kids in our daycare. The average daycare price in Buckhead is \$2500, but we offer a better experience at 30% less cost. We charge \$1700 per kid, which gives us a \$1.5 million annual income for the daycare. After paying the daycare operational costs, we have \$97,000 left over for church operations.

At the daycare, we want to provide parents and children with an experience that's both high-quality and affordable. When a family chooses to enroll their child in our daycare, they become part of our extended family. Our desire is to be an outreach extension, making it easy for families to get involved with our church and get to know Jesus.

We believe that the children in our daycare, regardless of their family's beliefs, are not just kids to care for, but they are potential "covert evangelists." By introducing biblical principles and stories in a loving and age-appropriate way, we hope to spark curiosity in them about Jesus. It's our hope that these children may go home and start asking questions about Jesus, potentially leading to conversations with their parents or family members who may not have had exposure to Christianity before.

**By offering excellent care services, building relationships with families, and providing a nurturing and Christ-centered environment, we hope to impact families beyond just our daycare walls.**

THE HARSH REALITY    THE CALL TO REPAIR    WHO WE ARE    WHY BUCKHEAD

THE SITE    THE JOURNEY    LIIV LABS    WHERE GOD IS LEADING    JOIN US

## LIIV ATL WHY BUCKHEAD?

### Impactful Entry

We have chosen to plant ourselves in Buckhead because we believe it is a place where we can make a real impact. Buckhead is a melting pot of people who are searching for something more, and we believe that our mission lies in reaching out to those who are deprived of the life of Jesus. We want to create a community that is diverse, inclusive, and influential where people can be found, freed, and empowered.

The diverse philosophy, backgrounds, education, and experience of Buckhead's population heap together to create the perfect storm for something truly impactful. The thing that comes out of Buckhead wouldn't be just one race or culture, but everything. And when you put Christ in the middle of it, the influence that comes out of that ecosystem is going to impact not only Atlanta, but the world.



Many churches turn their back on urban centers, but the fact remains that 96% of people within the perimeter of urban centers are unchurched. Our call to action for this community is to put purpose into their hands.

### A Diverse Impact

As a diverse church led by a diverse group of leaders, we are the only church to my knowledge that is led by someone under the age of 45 in Buckhead. We have the voice of millennials and Gen Z and young white professionals who are now looking for diversity in their spiritual experiences. They want to mirror the Fortune 500 companies they work in, with their diversity processes, protocols, and systematic excellence.

Our church prides itself on our diversity, which we believe is a huge competitive advantage, as we strive to find, free, and empower people. We welcome all people and do not condemn or judge them. We believe that the Buckhead community needs authentic, deep relationships, which is why we focus on creating community groups. We empower people rapidly, as we believe that everyone can represent Jesus, no matter where they are in life. Being located in Buckhead comes with financial and influence benefits, as it is a wealthy area with many influential individuals. This will give us the resources and fuel to accelerate our vision for Atlanta.

THE HARSH REALITY    THE CALL TO REPAIR    WHO WE ARE    WHY BUCKHEAD

THE SITE    THE JOURNEY    LIIV LABS    WHERE GOD IS LEADING    JOIN US



LET'S MAKE YOUR  
VISION A  
REALITY!

# SO ARE YOU READY TO LAUNCH?

Talk with the Third Lens Team to discuss your vision and to learn how our process could set your project up for success.

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**SCHEDULE A FREE  
TRAINING SESSION WITH  
OUR TEAM AT THIS [LINK](#).**



or by emailing  
[info@third-lens.org](mailto:info@third-lens.org)