LAUNCH

Starting a Counseling Ministry
in Your Church

INFORMATION PACKET

What partnering with BCC looks like

BIBLICAL
COUNSELING
CENTER

THE NEED

Most churches don't have a plan for care.

And even fewer are intentionally equipping a team to carry the load. Meanwhile people in your church are already carrying hard things — a marriage under strain, a son who has walked away, grief that hasn't lifted, a habit no one knows about. They bring those things to the people they trust. Usually that is not a professional.

- **Most pastors receive little counseling training in seminary.** The care falls to them anyway, and it arrives without warning and without a plan.
- **Complex problems get referred out by default** — on the assumption that anything serious belongs to a professional, and that Scripture has little to say about it.
- **There is no structure for passing the skill on.** Care depends on a few gifted people, and it stops when they burn out or move.

> *Launch is not a curriculum you buy. It is a partnership: we help your church build a Christ-centered strategy for care, train the people who will carry it, and stay with you through the first year while it takes hold.*
>
> **— What Launch is**

LAUNCH FITS IF

- You want care to be a ministry of your church, not a referral list.
- You have two or three people who could lead it.
- You are willing to train your team before you go public.

LAUNCH IS NOT

- A certificate your team can finish in a weekend.
- A replacement for professional care where it is genuinely needed.
- Something one person can carry alone.

1989	30,000+	10,000+	24	4
Serving churches since	People counseled	Counselors trained	Counselors on staff today	Chicagoland locations

THE FIRST YEAR

Four steps, in order, with us alongside.

Each step has its own session, its own leader discussion, and its own planning work. You finish a step with decisions made and written down — not just notes taken.

1

Starting Right

Envisioning your ministry. What care in your church should look like, who it serves, and what you are actually trying to build.

2

Choosing Right

The people you need to succeed. Identifying and enlisting the leaders who will carry the ministry, and setting the training schedule.

3

Building Right

The development of a successful ministry. Written practices, structure, and the coursework that equips your team.

4

Executing Right

The best practices for quality care. Bringing the ministry public and keeping the quality high once real people are in front of you.

And you are not doing it alone

COACHING FOR YOUR CHURCH

Not generic advice. We work with your leaders on your situation, your people, and the decisions actually in front of you.

GROUP TRAINING EVENTS

Sessions for the leaders of your counseling and care teams, so the people carrying the ministry keep growing.

20+ VIDEOS, DOZENS OF RESOURCES

The Launch course itself — teaching videos plus written guides, worksheets, and links for every stage.

THE CURRICULUM

Your team trains on the Lay Counseling Certificate.

Fifty lessons. It is what most churches use as their first-year curriculum, and it is the same material our own counselors are trained on — not a lighter version made for volunteers.

How a lesson runs

VIDEO TEACHING

30–45 minutes per lesson, taught by BCC faculty and watched by your team together or on their own.

SMALL GROUP WORK

Activities and discussion built into every lesson, so the skill is practiced rather than only heard.

75–90 MINUTES

A complete lesson, start to finish, including large-group discussion suggestions for your leaders.

A recognized pathway — not a certificate we print ourselves.

Finishing the Lay Counseling Certificate puts your people on the pathway to certification with four national biblical counseling organizations. For those who pursue it, our staff supervise the process directly — including the observed counseling hours required by ACBC and ABC.

ACBC
Association of Certified Biblical Counselors

ABC
Association of Biblical Counselors

IABC
International Association of Biblical Counselors

IRBC
Institute for Reformed Biblical Counseling

AND THEN

Every Launch church gets access to every course we offer. Year one gives your leaders a shared baseline. What comes after that is your choice — see the next page.

AFTER YEAR ONE

Then it opens up.

Your team has a common baseline. From here you decide how deep to go, and who goes. Both paths below are already included — there is nothing further to buy.

Marriage and Family

ANOTHER FIFTY LESSONS, WORKED THROUGH TOGETHER

The cases your team will meet most often. Run it the way you ran year one — as a group, on a schedule, with discussion built in.

Specialty training

INDIVIDUAL AND SELF-PACED, FOR THE FEW WHO NEED IT

One leader can go deep in a single area without the whole team following. Useful when a person on your team keeps meeting the same kind of case.

It does not stop at courses.

Competence is not a thing you finish. Once the baseline is in place, your leaders keep training in the flow of the work.

MICRO-COURSES

Short, targeted training that helps a person use their own story and burdens to help someone else carrying the same thing.

CARE PLANS

Structured plans your team works from case by case, so nobody is improvising in the room.

ON DEMAND

Resources your leaders reach for as cases come up — how they stay current and competent long after year one.

PARTNERSHIP

What your church gets.

- **The Launch leader course** — 20+ videos and dozens of written resources and links, covering all four steps.
- **The Lay Counseling Certificate** for everyone you enroll — 50 lessons, plus the second-year Marriage and Family course when your team is ready.
- **Coaching for your church** through the first year, on your situation rather than in general.
- **Group training events** for the leaders of your counseling and care teams.
- **On-call access to our staff** when a hard case comes up and priority scheduling when you need us.

FINANCIAL DETAILS		
Partnership fee	**Waived**	There is no partnership fee for churches training online.
Training access	**$25**	Per person, per month, for everyone you enroll — all 100 lessons across both years. A team of ten trains for $250 a month.
Kickoff weekend	**Optional**	If you'd like BCC on site to launch your ministry in person, we quote it based on your dates and travel.

You choose how many people to enroll and can change that as your team grows.

The next step is a conversation.

Twenty minutes with our team. We'll ask what care looks like in your church right now, tell you honestly whether Launch fits, and answer the questions this packet didn't.

biblicalcounselingcenter.org/we-train/launch