



# OPPORTUNITY SNAPSHOT

Lead Pastor  
Bethany Church

## Overview

Bethany Church in La Crosse, WI ([bethanychurchlax.org](http://bethanychurchlax.org)) is ready to move into the future with greater clarity and purpose. With a mission to pursue and equip families to passionately follow Christ together, Bethany is poised to see lives transformed through a discipleship pathway and expanding opportunities to engage in outreach and mission.

## The Big Idea



This incoming Lead Pastor is entering into a congregation ripe with opportunity to advance God's Kingdom. Congregants value God's Word, discipleship and opportunities to grow in biblical knowledge, and have a refreshed desire to put their knowledge into action. They are energized by what they have been experiencing with Engage ministries (missions, outreach, Mercy/Justice) and are hoping for more opportunities to turn outward on mission. Bethany wants to let its light shine in the community as a reflection of Jesus's love for those who need Him. Congregants are receptive and ready for a unifying vision that will focus people across generations with a shared purpose. They desire a strategic, action-oriented plan to help them realize the vision. The incoming Lead Pastor will have the opportunity to work with staff, elders and church leaders to further develop the vision, to craft an effective action plan to bring it to life, and then to champion it within the congregation. As plans take shape and momentum develops, Bethany will become known not only for Biblical teaching, but for how well it loves and serves the people of La Crosse and beyond.

## The Church



Affiliation: [EFCA](#)

Attendance: 550 (400 adults, plus about 150 youth and children)

About: Bethany offers three worship services each weekend. A 9 and 10:30 a.m. contemporary service in the main Worship Center, and a 10:30 a.m. masked service in the Student Center.

## The Candidate



Bethany desires to call a Lead Pastor who models a vibrant personal faith in Jesus. Grounded by time in God's Word and in prayer, the right fit will be a humble, yet confident servant-leader who cares about people and leads by example. He will be gifted to communicate Biblical truth in creative and impactful ways that connect with the hearts and heads of listeners, effectively integrating vision and practical application in sermon messages. Relational and engaging, the Lead Pastor will take initiative to get to know the people by serving alongside them and helping out in practical ways. He will shepherd people toward spiritual maturity, challenging them to move beyond their comfort zone and to put their knowledge and/or maturity into action. As a collaborative and empowering leader, he will value the ideas of others, organizational clarity and teamwork. He will listen well, receive feedback, and work with other leaders to clarify a compelling vision for Bethany and then communicate it in such a way that people are excited and motivated to find their place in it.

## The Location



Situated alongside the Mississippi River in western Wisconsin, La Crosse is a beautiful, picturesque waterside city of 51,000 residents with a variety of fun things to see and do for the whole family. Home to about 20,000 college students during the academic year, including the University of Wisconsin-La Crosse, Western Technical College, and Viterbo University, La Crosse is a thriving regional hub for the arts, education, technology and medical services. Stunning bluffs surround the city and local residents enjoy numerous outdoor activities such as boating, camping, hiking, biking, hunting, fishing and skiing at Mount La Crosse.

## The Qualifications



A Theological Masters or equivalent degree preferred. Prior ministry experience of at least 10 years. A minimum of three years in the role of lead pastor or associate pastor/campus pastor with lead preaching experience and responsibility for other staff. A follower of Jesus Christ who lives a Godly and Spirit-filled life according to the virtues found in 1 Timothy 3:1-7 and Titus 1:5-9. Affiliation with the EFCA: The selected candidate shall be in agreement with the EFCA Statement of Faith and EFCA Distinctives (found at [efca.org](http://efca.org)) and be credentialed by the EFCA, or will pursue EFCA credentialing immediately after hire.

## Next Steps



Contact Kara Bubar  
NL Moore & Associates -or-  
[kara@nlmoore.com](mailto:kara@nlmoore.com)  
865.200.7983

Melissa Goodman  
NL Moore & Associates  
[melissa@nlmoore.com](mailto:melissa@nlmoore.com)  
724.762.8498

For the full Opportunity Profile

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