

When Pastor Shanon Thomas planted Rockwall Friendship Baptist Church 22 years ago, he and his wife dreamed of creating a place where people could truly grow in fellowship with God. The church began in a school, then moved to an office complex on Alpha Drive, a name that reminded the young congregation of God's sense of humor and His promise of new beginnings.

As the church grew, they purchased land with hopes of building a permanent home. But costly city requirements made construction impossible. What initially felt like a setback turned into God's provision: within a few years, a developer purchased the land for more than four times its value. That unexpected blessing gave Rockwall Friendship the ability to purchase and renovate their current 24,000-square-foot campus.

The Challenge

By 2023, the facility was ready. But Pastor Shanon recognized a critical truth: walls and square footage weren't the finish line. "A building is just a tool," he told his board. "Without a clear vision, it doesn't accomplish anything." The real question was: What comes next?

The Process

A trusted recommendation led Pastor Shanon to Auxano. What he needed wasn't another seemingly strategic plan on paper. He needed an outside perspective to uncover God's direction for the next season of ministry.

Through Auxano's **Vision Planning process**, the church rediscovered that their founding heartbeat, helping people grow in relationship with God, was still shaping lives in ways they hadn't fully recognized. Together, the team discerned a clear call to reach disconnected young adults while activating the passions of the entire church body.

The Breakthrough

The church's new vision plan sparked immediate momentum:

- **"Activate Your Passion" Focus:** Over 150 volunteers stepped forward, far more than leaders expected.
- **Young Adult Engagement:** Attendance and involvement among young adults surged, shifting the church's demographic.
- **Congregational Growth:** More than 200 new members joined in just two years.
- **Children's Ministry Expansion:** Attendance grew from 20 to over 100 every Sunday.

Instead of relying on momentum from a new building, RFBC reveled in a Spirit-led movement of people living on mission.

The Impact on Leadership

For Pastor Shanon, Auxano's process didn't just clarify the church's direction; it reshaped his leadership. Moving from planter to multiplier, he now equips others to lead and carry the mission forward.



Shanon Thomas
Senior Pastor of
Rockwall Friendship Baptist Church

"Auxano gave me the perspective I couldn't see up close," he reflected. "It helped affirm what God was already doing, reveal blind spots, and align our mission with today's reality."

His takeaway: "The true return doesn't come when you write the vision, it comes when you live it. And when you do, the fruit far exceeds the cost."

The Result

Rockwall Friendship's story is a reminder to church leaders everywhere: **buildings may expand your space, but clarity will expand your impact.**

Start your pathway to clarity by booking
a free call with an Auxano Navigator.

auxano.com