



RESOURCE DIRECTORY MEDIA KIT

REACH THE PASTORS AND PLANTERS OF DALLAS COUNTY · 2026 – 2027

Plant Dallas is a countywide family of churches planting churches together.

We are a cross-denominational church planting network for Dallas County: Baptist, Presbyterian, Anglican, Pentecostal, and non-denominational pastors gathering every month to plant, strengthen, and sustain healthy churches. We convene the leaders, coach the planters, and care for the families doing the hardest work in the city. When you list with Plant Dallas, you are standing in front of the people who buy, recommend, and rely on what you offer.

Your listing reaches **250 pastors and ministry leaders** on our email list, a list we built from zero in nine months and that is still growing, plus **40 to 50 leaders** in the room at each monthly luncheon, 10 gatherings a year.

2.66M

residents across 31 cities, the 2nd largest county in Texas

1.07M

residents claimed by no congregation at all (41%)

9.3

congregations per 10,000 residents, below Texas (10.2) and the U.S. (10.8)

658K

children in the county, one in five living in poverty

No racial majority: 41% Hispanic, 22% Black, 26% white, median age 34.1. One in four residents was born outside the U.S., 43% speak a language other than English at home, and half of all households rent. Reaching the Texas rate of churches per resident would take roughly 220 more congregations. Source: Community Demographic and Spiritual Landscape Profile, Stadia Church Planting, September 2026.

WHAT DALLAS COUNTY NEEDS

- **220 more congregations** just to match the Texas rate of churches per resident
- **Churches for young renters.** 435,000 adults are 25 to 34, the county's largest and least church-ed group.
- **Churches in Spanish.** 839,000 residents speak Spanish at home.
- **Heart-language churches.** Urdu, Gujarati, Punjabi, and Bengali speakers have no congregation in their language.
- **Churches in the apartment corridors** of Irving, Addison, and north Dallas, where half of households rent.
- **Family churches in the southern belt**, the fastest-growing part of the county, where 658,000 children live.

WHY ORGANIZATIONS SAY YES

- A curated directory, not a vendor hall. Every organization is reviewed before it is listed.
- Twelve months in front of decision makers for less than one conference booth, with no travel.
- Every listed organization offers a Plant Dallas perk, which sends planters looking for you.
- Face time. Gathering resources get a booth and the stage for two to three minutes.
- A county with 1.07 million people connected to no congregation, and a network that knows where the gaps are.
- Your fee supports the care of planters across the county. You get to tell that story too.

LISTING TIERS

LISTED RESOURCE

\$1,250 / yr

Name, logo, website link, a description of your services, and one of 23 categories. Plus the benefit you offer planters.

FEATURED RESOURCE

\$2,000 / yr

Everything in Listed, plus your listing pinned to the top of your category, an acknowledgment on social media, and one email to the network devoted to your work. Twelve a year.

GATHERING RESOURCE

\$3,000 / yr

Everything in Featured, plus sponsorship of one monthly gathering: a booth, materials at the welcome desk, and two to three minutes from the stage. Ten a year.

Monthly payment plans are available on request at every tier. Founding offer: sign up by October 31, 2026 and your listing runs through December 31, 2027, with your first renewal in January 2028.

WHERE YOUR LISTING GOES

Listing fees help Plant Dallas care for church planters across the county: coaching, assessment scholarships, counseling, training, monthly gatherings, and practical help for planting families in hard seasons. It also keeps the network running so that care is there when a planter needs it. Planting here usually means a bi-vocational pastor, a spouse carrying more than anyone sees, and a budget with no line for rest. Your listing does not buy a logo on a page. It puts something in the hands of the people doing the hardest work in the city.

Let's talk. Sam Chacko, Executive Director · sam@loftcity.church · 214-403-6259 · calendly.com/samchacko · plantdallas.org

Plant Dallas is a ministry of LOFT Ministries, a 501(c)(3) organization. Listing fees are business expenses, not charitable gifts. Rates are shared privately and may be adjusted per organization.