

OWNERS MANUAL





Owners Manual

JOIN | WHERE YOU MAKE SC YOUR OFFICIAL HOME
+ BECOME KNOWN + SEE YOU'RE NEEDED



Our Story

In the Summer of 2010, Oneka and I sold our home, packed up our two precious sons, and moved to Dallas, TX. A short while later, Oneka and I sat in a living room in Dallas and shared the vision of Shoreline City with 17 courageous people. I will never forget that night as those people set out to help us build a life-giving church in the heart of the city.

We started with a Bible study in a nursing home. The Bible study kept growing, and we began meeting at the Angelika movie theatre. We had our grand opening on January 22, 2012 and saw over 500 people in attendance. Later in 2012, we moved into our first church building just off of Northwest Highway. God kept sending families, students, single people, and couples to be a part of our new church. After going to multiple services, we realized we had outgrown this location and God blessed us with the opportunity to purchase our White Rock location.

We began services at White Rock in March of 2016 and now have multiple services with almost 5,000 people who call Shoreline City their “home.” In 2016, we launched a Bible study in Antigua, Guatemala and in 2017, this Bible study grew into full Sunday services. Since then, we’ve launched campuses in the Bishop Arts District of Dallas, Frisco, Guatemala City, and San Antonio.

Eventually, we outgrew that space too, and God opened the door for us to purchase our Headquarters location on Walnut Hill Lane in Dallas, TX. In 2024, God made a way for us to renovate and move into our now stunning headquarters campus in Dallas, Texas.

We want to make Jesus famous in the Dallas area, San Antonio area, Guatemala area, and around the world. We want to be part of making it on Earth as it is in Heaven, and we’re just getting started.

Owners

We believe every organization has a culture created by design or by default.

Here are some practical ways to think about being an owner vs. being an observer.

At Shoreline City, we are passionate about having a culture by design. God has given us a very clear picture of who we are called to be, and by joining, you are saying “yes” to that vision.

To be who we are called to be, we all want to own the vision of Shoreline City. We are praying for each person to have an owner mindset vs. being an observer within our church.

- Owner says “I give my best” vs. Observer says “I give what’s left”
- Owner says “Let’s do it” vs. Observer says “Someone else needs to do it”
- Owner thinks about “we” vs. Observer thinks about “me”
- Owners participate vs. Observers spectate
- Owners are contributors vs. Observers are consumers



Constitution

God is good	Darkness is defeated
Jesus is alive	The devil is a liar
The Spirit is working	360 is our perspective
The Bible is the word of God	Growth is our expectation
The Gospel is true	Wisdom is our inheritance
The Cross and the empty grave are our message	Peace is our guard
Love is our motivation	Authentic is our spirit
People are our passion	Silos are our enemy
Development is our joy	Giving is our honor
The 12 stones are our boundaries	Change is our normal
Discord is a poison	Miracles still happen
Encouragement is our sound	Revival is now
Faith is our posture	Systems and Structures are our servant
Confrontation is necessary	Hope is our outlook
Unity is our aim	Honest is our assessment
Less of us and more of Him is our prayer	Soft are our hearts
Character is our currency	Thick is our skin
Excellence is our standard	Diverse is our family
Forward is our direction	Joyful is our attitude
From our knees is where we lead	Anointed are our lives
Prayer is our secret sauce	Adopted is our position
Worship is our weapon	Blessed, Favored and Called
Kindness is our fragrance	is our team
Victory is our anthem	

12 Stones



12
STONES

EVERY ORGANIZATION HAS A CULTURE,

whether it's intentional or un-
intentional. We're intentional
about our culture! These
stones are foundational in all
we do and all we will do to
bring Heaven to Earth!

WE PREACH THE GOSPEL

In our songs, at our
services, with our words
and with our lives. We
celebrate and share
the death, burial and
resurrection of Jesus
Christ in a way people
can understand.



WE LOVE PEOPLE

All of them! Backgrounds,
shapes, colors, sizes,
educations, salaries, single,
married, young, old.
churched, dechurched,
unchurched.

12
STONES





WE PROTECT UNITY

The poisons of gossip,
complaining, backbiting,
discord, and division are
not welcome here, nor
will they be tolerated.

WE ARE PLANTED IN CHURCH

With a posture of
generosity, we share our
time in Connect Groups,
our talents in Serving,
and our money through
tithes and offerings.



WE SERVE THE HURTING

The poor, the orphan, the lost, the forgotten and the broken are close to God's heart, and we want them close to our hearts as well.

WE FIGHT FOR SURRENDER

We are on a path to see every part of our lives (speech, finances, sexuality, insecurities, fears, triumphs, etc.) conformed to the character of Christ.





12
STONES

WE SPEAK TO MOUNTAINS

We are agents of change in this world.
Designed by God to carry out His mission
of new life in every aspect of our culture
(business, arts + entertainment, education,
media, government).

WE GIVE HONOR

To those we lead, those we work beside,
and those we follow. The Cross gives every
human being immeasurable worth. We
will treat people with the honor the Cross
displays and demands they deserve.



WE WALK IN HUMILITY

Because God resists the proud but gives grace to the humble. We seek to agree fully with everything God says about us. False humility and overbearing pride can cripple the Church.

WE SEE WITH EYES OF HOPE

God's final word is always good.
If it's not good then it's not final.



12
STONES

WE EXPRESS JOY AND THANKS

We laugh, we celebrate, and we applaud. We show the world and God our gratitude and happiness. We enjoy life!

WE LEAD LIKE CHAMPIONS

Our confidence and competence is not based on our skill and talent but on the glorious victory of our Savior Jesus Christ, who through His death, burial and resurrection, defeated darkness and redeemed the world. His victory is now our victory.

Mission Statement

TO RAISE UP

CHRIST-LIKE LEADERS



WHO MAKE IT ON EARTH AS IT IS IN HEAVEN

Connect Groups

FRIENDS FOUND HERE

To grow spiritually, we believe you have to be connected relationally! This is why we are a church made up of Connect Groups. It's not something we do but it's who we are. God created us to live in community with others and only then can we experience the full life He intended for us.

A PLACE TO CONNECT WITH OTHERS

We were not made to do life alone. God created us for community, and Connect Groups along with Serve Teams provide a great place for you to connect with others, share life, and grow in faith together.

A PLACE TO ENCOURAGE OTHERS

When we do life together, our problems become smaller as God uses others to bring support and encouragement to our lives. We believe every person is created with God-given potential to make a difference in the world. Connect Groups are a place you

can grow with others to become more like Jesus and reach the potential God has put inside you.

Connect Groups become a place where others don't just know your name but care about what is happening in your life and want to support you in your spiritual journey as you support them in theirs.

"You know that I have not hesitated to preach anything that would be helpful to you but have taught you publicly and from house to house." ACTS 20:20

"Yes, whatever a person is like, I try to find common ground with him so he will let me tell him about Christ and let Christ save him." 1 CORINTHIANS 9:22
TLB

"We know what real love is because Jesus gave up His life for us. So we also ought to give up our lives for our brothers and sisters."
1 JOHN 3:16 NLT

GIVE IT A YEAR

Gifts

HOP ON A SERVE TEAM AND USE YOUR GIFTS!

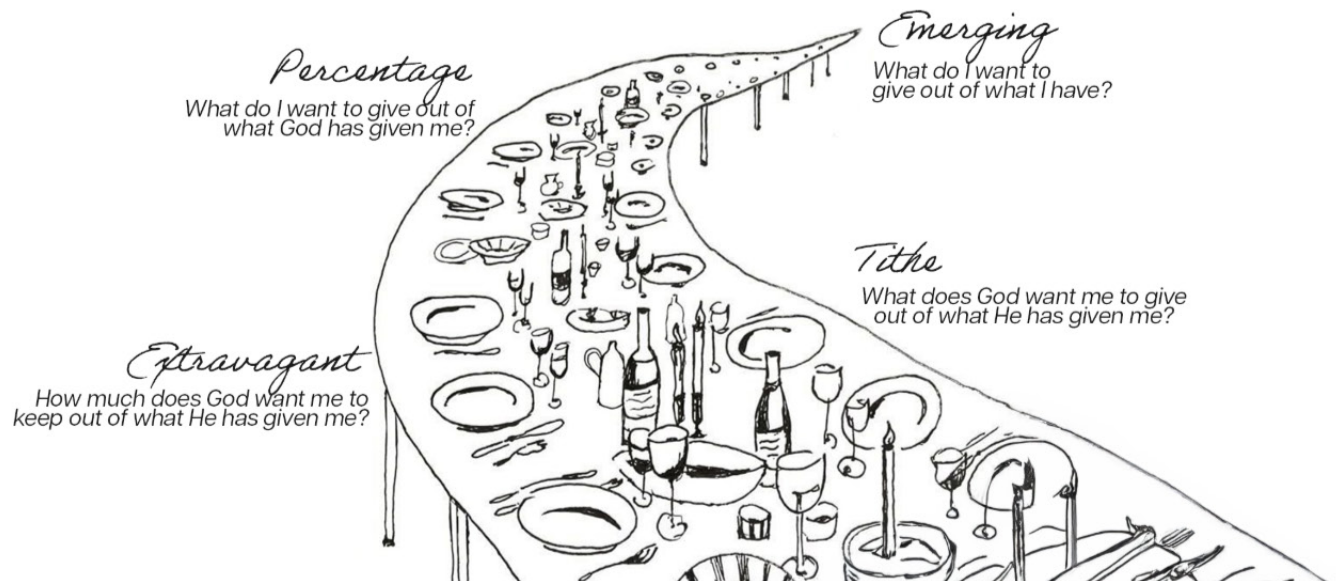
Leadership is influence. Nothing more. Nothing less. It is about influencing others in a worthwhile cause. It is not dependent on titles or positions. It is dependent on people taking a courageous step to live an outward (others) and upward (God) life, instead of an inward life. Leadership is enhanced as people discover their gifts and passions and then use them to make a difference in the lives of others. Jesus came to serve. As we serve, we want to be more like Christ when we serve.

“Jesus called them together and said, ‘You know that those who are regarded as rulers of the Gentiles lord it over them, and their high officials exercise authority over them. Not so with you. Instead, whoever wants to become great among you must be your servant, and whoever wants to be first must be slave of all. For even the Son of Man did not come to be served, but to serve, and to give His life as a ransom for many.’” MARK 10:42-45

GIVE IT A YEAR

Giving

THE GIVING LADDER



WE ARE A GENEROUS CHURCH

It's bigger than money; it's about Jesus first.

When we tithe, we are communicating to God that He is first in our life. Our trust is no longer in ourselves, but rather, we trust Him to provide for all our needs.

IT'S A TRUTH TEST.

God's goodness and grace is around us and pursuing us. We give 10% of our income because it all belongs to Him. He has already sent us blessing after blessing. We believe there is a beautiful blessing that can't be measured when we give. We don't give to get. We give because God first gave to us.

**IT'S NOT A DUTY,
IT'S A DELIGHT.**

"Honor the Lord with your wealth, with the first fruits of all your crops; then your barns will be filled to overflowing and your vats will brim over with new wine." PROVERBS 3:9-10

"But seek first His kingdom and His righteousness, and all these things will be given to you as well."

MATTHEW 6:33

"Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this," says the Lord Almighty, "and see if I will not throw open the floodgates of heaven and pour out so much blessing that there will not be room enough to store it."

MALACHI 3:10

"For where your treasure is, there your heart will be also."

MATTHEW 6:21

"It is more blessed to give than to receive." ACTS 20:35

It takes prayerful consideration and passionate action.

"Now about the collection for the Lord's people: Do what I told the Galatian churches to do. On the first day of every week, each one of you should set aside a sum of money in keeping with your income, saving it up, so that when I come no collections will have to be made. Then, when I arrive, I will give letters of introduction to the men you approve and send them with your gift to Jerusalem. If it seems advisable for me to go also, they will accompany me." 1 CORINTHIANS 16:1-4

GIVE IT A YEAR

Growth

WE ARE RAISING UP CHRIST-LIKE LEADERS

God has put so much on the inside of you, and we know you have a desire to GROW! Here at Shoreline City, we want you to grow spiritually AND personally. When we pray, fast, worship, and read His word, we are communicating to God that He is the center of our lives. Our strength is no longer in ourselves, but in Him.

IT'S A SPIRITUAL JOURNEY.

Growth is not about perfection, but about progress. As we consistently spend time in God's pres-

ence, He shapes us into His likeness. We believe there is a fullness of life and peace that can't be measured when we walk closely with Him.

SEEK FIRST HIS KINGDOM

and his righteousness, and all these things will be given to you as well. Matthew 6:33

We are empowered by the Spirit of God to be all that He has called us to be.



4 R's

From the very beginning we knew we would need (4) things to be a church the world has never seen.

WE RELY ON GOD'S PRESENCE

Our focus is on the strength and power of Jesus Christ, not our own abilities, gifts, or talents. We are utterly and completely dependent on Him. He must become greater; I must become less. JOHN 3:30

WE RAISE UP CHRIST-LIKE LEADERS

Being a Christ-like Leader is an integral part of you becoming who God has called you to be.

"Therefore go and make disciples of all nations, baptizing them in the name of the Father and the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you, always, to the very end of the age." MATTHEW 28:19-20

We give our resources to push the vision forward.

WE PUT GOD FIRST IN ALL OF OUR RESOURCES

The resource of our time, gifts, and money. We have a Jesus-first mindset and want to give Him our

first and our best rather than giving Him our leftovers. "For where your treasure is, there your heart will be also." MATTHEW 6:21

WE REMEMBER THE ONE

Since every ONE matters to God, every ONE matters to us. We are an others-oriented church family, not a "me-focused" church family. When we read the Bible, we see Jesus caring for and remembering the ONE. We want to be a community that does the same. That's why Connect Groups and Serve Teams are such a huge part of the Shoreline City culture. We are built on interaction and connection with God and each other. Whether that is through a virtual connection or an in-person connection, we see Shoreline City as much more than an organization. We see our church as a family.

"What do you think? If a man owns a hundred sheep, and one of them wanders away, will he not leave the ninety-nine on the hills and go to look for the one that wandered off? And if he finds it, truly I tell you, he is happier about that one sheep than about the ninety-nine that did not wander off." MATTHEW 18:12-23



We are so glad you have said “yes” to this adventure of a lifetime. Buckle up, get ready to grow in your walk with God, and become all He has called you to be.

Here’s the character profile of a Christ-like Leader who makes it on Earth as it is in Heaven.

HEART

Our leadership is an overflow of a life lived in love with Jesus. With grace, we represent Jesus and Shoreline City by living a surrendered life. We are faithful to respond to God’s generosity by being generous with our time, talent, and money.

HUDDLE

We are passionate about seeing others become Christ-like leaders who make it on Earth as it is in Heaven. We are others-oriented and have a passion to bring others along on the journey to becoming a Christ-like leader.

HUMILITY

Our posture is, “there you are” and not “here I am.” We strive to be teachable, coachable, and above reproach. We lead from a position of humility, not arrogance.

HONOR

We give honor to those we lead, those we walk beside, and those we follow. We use life-giving words to build up people in our sphere of influence, and remember that being a Christ-like leader is a gift, not a favor.

HUSTLE

We are self-starters, taking initiative to make our world better. We are problem solvers, not problem finders. We have an all-in attitude and are faithful, responsible, and take ownership in all areas.



The Creed

We say our Creed together as a church every week to reorient our hearts
around the truth of who we are, who God is, and what we are called to do!

**I AM LOVED BY GOD.
I CANNOT EARN IT.
I CANNOT LOSE IT.**

**IN CHRIST I AM
FORGIVEN AND MADE
BRAND NEW. I LIVE
WITH PASSION AND
PURPOSE.**

**I AM EMPOWERED
BY THE SPIRIT TO BE
THE CHURCH IN THE
WORLD AND TO LIVE
FOR THE GLORY
OF GOD.**

THE CREED



4 B's

Christ-Like Leader Pathway Defined:

WHAT IS A CHRIST-LIKE LEADER?

A Christ-like leader focuses on both spiritual and personal development and helps others develop their God-given potential.

WHAT IS THE CHRIST-LIKE LEADER PATHWAY?

The Christ-like leader pathway is an intentional and organic journey designed to help you develop spiritually and personally while equipping you to lead like Jesus in every area of your life.

BELONG —

You know you belong here and feel God calling you to be rooted and established at Shoreline City by joining a Connect Group, giving, and calling Shoreline City your church home.

BECOME —

You've decided to become an "owner" at Shoreline City by attending and completing "JOIN", using your gifts on a Serve Team to help make it on Earth as it is in Heaven, attending a Connect Group, giving regularly and trusting God with your finances, and staying passionate about becoming all God has called you to be.

BUILD —

You want to grow as a leader and build on your Christ-like leader foundation by developing other leaders around you, hosting a Connect Group, attending Leadership Masterclasses, giving consistently, growing in your biblical coaching and are willing and ready to serve as a Team Lead, Captain, or Admin.

BEYOND —

You're ready to help others around you on their Christ-like leader journey. You're leading on a Serve Team and growing in your biblical literacy. Giving is a core part of your Biblical identity as you not only tithe but go above and beyond through the Heaven to Earth offering.



Opportunities for Growth

DIRECTOR

A Team Director has the honor of casting and infusing the heart and vision of Pastor Earl and Pastor Oneka into the leadership of the team. They are responsible for ensuring the function and feel of the team is being carried out with excellence and experience.

LEAD

As the Team Lead, you are called to love and lead. Love by being present in your serve team's lives; praying, serving, and encouraging them. Lead by calling out greatness and knowing the condition of your flock.

CAPTAIN

Your role as Team Captain is to help facilitate and execute the responsibilities of your team. Love on assigned team members throughout the week.

CONNECTOR

IT'S TIME TO PARTY! As the Team Connector, your role is to create a space where the Shoreline City Serve Team has a monthly opportunity to celebrate birthdays, anniversaries, and have a time to connect outside of Sunday morning. Your job is to facilitate a fun space for everyone to hang out and spend time together.

ADMIN

A Team Admin is passionate about welcoming new members and setting them up for success! You'll onboard them, connect them with the team trainer for orientation, and make sure they feel loved, valued, and excited to bring heaven to earth!

TRAINER

Team Trainers warmly welcome and equip first-time serve team, ensuring a smooth transition and setting them up for success. They train new members by sharing the heart, feel, and function of Shoreline City to the team.



Resources

PODCASTS

Shoreline City
Leadership Talks
With So Much Love, E+O
The Girls Podcast

YOUTUBE

Shoreline City
Shoreline City Music
Shoreline City Next Gen

BOOKS

Born of a Woman by Pastor Oneka McClellan
Born Royal by Pastor Oneka McClellan
Get Your Spirit Back by Pastor Earl McClellan

*Heart
Commitment*

As a new owner at Shoreline City, I recognize that God has called me to be more than a spectator. I am called to be a builder, a servant, and a Christ-like leader.

I commit my heart, my prayers, my gifts, and my time to the mission of raising up Christ-like leaders who make it on Earth as it is in Heaven.

I choose unity, walking in step with our church family, and protecting the vision God has entrusted to me. I will live out the values of our 12 Stones - preaching the Gospel, loving people, protecting unity, being planted in church, serving the hurting, fighting for surrender, speaking to mountains, giving honor, walking in humility, seeing with eyes of hope, expressing joy and thanks, and leading like a champion.

I commit to giving it a year. To start serving, giving, and growing, and to trust God to transform my life and use me to impact the lives of others. I understand that ownership is not about perfection, but about participation.

I commit to owning the vision of Shoreline City Church, empowered by the Spirit of God to be all He has called me to be.

Signature:

“Give It A Year” Start Date:



