

# Two Page Plan [FINAL]

## MISSION

To make disciples of Jesus Christ for the transformation of the world.

Your mission is your deep sense of why. It's the ultimate reason you exist and is rooted in Scripture. It's not going to change, and it will always push you forward. You'll never really accomplish it, and it doesn't have an end date.

## VISION

To be a church that is creative, fearless, diverse and vibrant, where everyone is welcome regardless of where they are in their faith journey.

While your mission is eternal, your vision is for a particular season in ministry and can change once accomplished. Everyone in your church can be involved.

## PROFILE

A01: Affluent, influential, and successful couples and families living in prestigious suburbs: • High aesthetic expectations • Philanthropic attitudes • Sporadic attendance • Global awareness.

B10: Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas: • Aesthetics and spirituality go together • Open-minded and respectful of cultural nuances • Faith as a moral anchor.

C13: Spiritual life as lifelong learning • Global perspective • Denominationally loyal • Generous to the church • Value faith-based non-profits • Liberal attitudes but protective of comfort zones.

Most churches say "everyone" and while that's a great sentiment, it could set you up for confusion. Instead, think through who you are and what you do, and wrestle through who you are called to reach and most likely to reach. Categories are taken from the Mosaic USA® consumer segmentation model by Experian.

## VALUES

Authenticity  
Community  
Creativity  
Curiosity  
Service

Values are words or phrases that describe who you are and how you behave. Some can be aspirational, meaning you're striving to personify them. Some can be obvious (e.g., we believe the Bible), but you should try to be specific.

## DISTINCTIVES

Reconciling Ministry Network  
Anchor for 7-10 Scouting Troops  
Large community network for food distribution  
Considered friendly, warm, safe and kind place

Similar to core values, but an opportunity to be even more descriptive. This is what makes you different from every other church in town. This is where you reflect your unique DNA. These often show up in your communication.

## KEYSTONE MINISTRIES

Worship / Music  
Food Pantry / Mission

Your church does a lot of things, but not all of them are equally important. Call out the ministries that hold your church together. What would fundamentally change your DNA if they went away?

## STRATEGY

Set vision, priorities, outlook, and annual goals. Through ministry huddles and regular leadership board and staff meetings, equip ministry leaders to use Ministry MAPS & Evaluation Tool to execute our plan.

The most overlooked part of most church plans, strategy answers the how question. What are the steps you are taking in pursuit of your purpose?

## TWO- AND TWELVE-YEAR OUTLOOK

### In Two Years:

Worship comes in many colors, sounds, and senses, both inside and outside our walls. Fresh ideas are embraced, and authentic connections are made, energized, and brought out into the world. All generations are celebrated: children, youth, teens and adults growing, learning, and serving God together in new and different ways. We create strong partnerships that help support our ministries along with a congregation who regularly experiences the benefits of generous giving. There is beautiful space for all who need it and resources available to those in need. All are welcome.

### In Twelve Years:

250 weekly attendees each Sunday in church and another 250 served outside our walls. Many families with children with full children's Sunday School classes. Praise & Worship band led by young people. Budget in surplus with healthy savings account. Systems in place to support growth. Evangelism and ministry teams in place to serve the needs of our community. Food Pantry able to serve 500+ families a week. Partnerships established with other faith communities, schools, commercial and non-profit organizations.

This is a place to crystalize your mission, vision, and goals and describe what your church will look like a few years from now. By giving words to your picture of the near-term future, you help people see where you're going.

## STRATEGIC PRIORITIES AND TWO-YEAR GOALS

**Growth:** *We will fearlessly share the love of Christ by providing enriching worship, spiritual formation, and service experiences with special emphasis on reaching the next generation and their families so that we grow both numerically and spiritually.*

- **COMMUNICATE:** Establish a communication strategy that provides a process for outwardly focused communication designed to connect and engage with those not yet a part of the church.
- **WORSHIP:** Grow to an average of one hundred people attending weekly worship services with 20% of them being children, youth, or young adults.
- **NOURISH:** Create a clear discipleship plan for children, youth and adults that enables people to grow and flourish on their faith journey.
- **SERVE:** Increase the number of volunteers by 20% serving in mission and outreach opportunities to alleviate suffering both locally and globally.

**Sustainability:** *We will develop key ministry systems so that we ensure our ability to bear fruit today, and for generations to come, and to be good stewards of what God has entrusted to us.*

- **BUILD:** Build a robust system to help us know and celebrate everyone we meet.
- **SHARE:** Create an environment and culture where volunteers are excited about sharing their passions, abilities, and gifts through one of our ministry teams.
- **GIVE:** Provide age-appropriate materials, tools, and classes to help foster members' generosity.
- **SUPPORT:** Create a prioritized roadmap (proposals, cost estimates and timelines) to ensure that the building and grounds can support our current and future ministries.

**Innovation & Collaboration:** *We will engage in fresh expressions of ministry and create new partnerships so that we reach people in our community who would otherwise not be connected to Christ and the Church.*

- **DEVELOP:** Determine the best framework to enable sustainable growth of the Food Pantry, including the potential development of a non-profit.
- **EXPLORE:** Explore at least three new models of ministry and service so we may grow outside our traditional walls and get to know and serve people in the community.

Your goals originate from your mission and vision and you're tracking success through metrics and reporting. The intent is not to have too many, but to lift up a handful of goals that will be easy to understand and track. Alignment happens here.