

SIMPLE CHURCH STRATEGY PLANNING

1. Prayer

Pray for wisdom to see God's vision.

Pray that believers will learn to love God, love one another and love lost persons.

2. Mission Statement (Purpose): The Great Commission

Health, growing churches have a simple, intentional plan (process) for making disciples, i.e., helping persons come to know Jesus and grow to be more like Him. This process includes: 1) Reach them (evangelism), 2) Keep them (assimilation), 3) Grow them (discipleship), and 4) Send them (mobilization for ministry).

"An effective purpose or mission statement should have two components: what (purpose) and how (process)" (*Tools for an Essential Church*, 35). Examples:

- Love God, Connect with Others, Transform the World
- Encounter God, Experience Community, Engage Culture
- Belong, Grow, Serve, Share
- We exist to welcome people to faith, equip believers with a faith that works in real life, and send them to serve the world in Jesus' name.

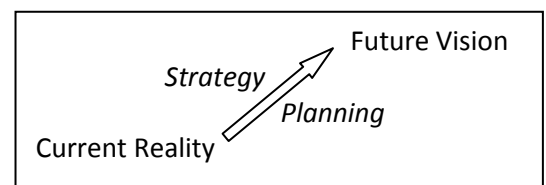
3. Planning Process

- Current Reality: Where are we now?
Where have we been? How did we get to where we are today? (Past History)
Where are we now? Numerical data
Members' perceptions
Who is around us? (Demographics, Peoples Search)

Current Reality Resources:

- 1) ACP data at <http://sbds.lifeway.com>
- 2) Rainer, Thom S., Sam S. Rainer III, and Dan Garland. *Tools for an Essential Church*. Nashville: LifeWay Press, 2009.
- 3) www.lifeway.com/currentreality to download a worksheet for Current Reality
- 4) Demographic and MAP church assessment at www.namb.net; search for Center for Missional Research

- Future Vision: Where does God want us to go?
- Strategy Planning: How do we plan to get there?
 - 1) Analysis: What factors affect our mission?
 - 2) Planning: How will we accomplish our mission?
 - 3) Implementation: By whom and when will the strategy be activated?
 - 4) Evaluation and Adjustment: Why has the strategy moved us, or not moved us, toward our mission?



4. Summary

- 1) Develop a simple mission statement.
- 2) Evaluate current reality.
- 3) Discern a God-given future vision.
- 4) Develop a strategic plan (process) to move from the current reality to the future vision.