

STRATEGIC PLANNING – A MODEL FOR CHURCHES

Learning Outcomes:

- Review the components of the strategic planning model
- Apply the strategic planning model to a community-engagement oriented church
- Apply the strategic planning model to pastoral settings and contexts



Community Transformation Church

Mission

A mission statement describes your organization's purpose ...

- What it does,
- Who it serves,
- How it serves them, and
- What is the anticipated impact.
- It is action oriented and focuses on the present.

"Rooted in Christ's love, we will equip and empower people through spiritual growth, practical life training and support, and leadership development. We seek to foster communities where faith and life flourish together."

Vision

A vision statement describes the future you believe God wants to build through your ministry.

- Forward looking,
- Inspirational, and
- Strategic in focus.

"To establish a Christian community of individuals and families in our local communities."

Objectives

Objectives are broad statements of what you want to achieve. They give general direction and purpose. Think of them as: "Where are we going?"

Provide an 8-week engaging and biblically sound teaching to deepen faith and understanding of God's Word beginning August 3.

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Community Transformation Church

Vision Statement:

To provide hope and transformation, for every individual and family in our local communities.

Mission Statement:

Rooted in Christ's love, we will equip and empower people through spiritual growth, practical life training and support, and leadership development. We seek to foster communities where faith and life flourish together.

Objectives/SMART Goals

- Spiritual Growth:
 - Provide an 8-week engaging and biblically sound teaching to deepen faith and understanding of God's Word beginning August 3.
 - Senior Pastor will develop (or purchase) a biblically sound curriculum that includes weekly Bible study topics, ensuring doctrinal accuracy, to be completed by June 30.
 - The Christian Education Committee will work with church staff to inform the church congregation about the Bible study, as well as set-up course sign-ups beginning July 6.
 - Increase participant engagement by incorporating three interactive teaching

- Provide regular feedback opportunities after each Bible study, gathering input on teaching effectiveness and engagement. The goal is 90% positive feedback average on the sessions, as measured by end-of-session surveys.
- Cultivate a culture of prayer, worship, and discipleship to strengthen personal and communal spiritual lives.
- Offer mentoring and small group programs that encourage fellowship, accountability, and spiritual maturity.
 - Establish at least 3 small groups and pair up to 10 mentors with mentees, with each group meeting bi-weekly.
 - Recruit at least 5 volunteer mentors from the community and provide them with necessary training and resources for facilitating the program.
 - The program will align with the organization's mission of promoting spiritual development, accountability, and community engagement.
 - Launch the program within the next 3 months and assess its success by the end of the first 6 months with feedback from participants.
- Practical Life Skills Training:
 - Develop programs that equip individuals with essential life skills, including financial literacy, parenting, career readiness, and emotional well-being.
 - Establish support systems such as counseling, mentorship, and assistance for individuals and families in need.
 - Partner with local organizations to provide resources, job training, and holistic care for the community.
- Leadership Development:
 - Identify and nurture emerging leaders through structured training, mentorship, and hands-on ministry opportunities.
 - Provide leadership workshops and courses to develop skills for service within the church and the broader community.
 - Encourage and equip individuals to take active roles in church and community initiatives, fostering a culture of servant leadership.
 - Identify and recruit 20 individuals within the next 3 months who demonstrate a potential interest in servant leadership and community service, aiming to have them actively participate in at least one church or community initiative by the end of the year.
 - Develop a servant leadership training program and launch it within the next 4 months, with at least 10 individuals completing the program by the end of the year, as measured by participant feedback and program completion certificates.
 - Organize quarterly community outreach events where at least 30% of the church congregation is involved in serving, starting with the first event within 2 months. Success will be measured by tracking participation and receiving post-event feedback from attendees.