

THE VISION/TRACTION ORGANIZER TM

Organization Name: Peace Luth Church Otsego

VISION

CORE VALUE S	1. worship 2. community - family, clan/extended family, neighbors, and city 3. independence 4. genuine, honest 5.	3-YEAR PICTURE™
CORE FOCUS™	Purpose/Cause/Passion: bring people the gospel of Jesus Our Niche: loving family, friends and neighbors who aren't loved	Future Date: 12/31/2025 Revenue: \$165K Profit: -\$15K Measurables:
10-YEAR TARGET™	decent attendance, financially sound, spiritually sound, better balance between using resouces on the facility and the rest of the ministry/location, (unique subset of Otsego-Plainwell)	 What does it look like? - 1 pastor, 1 competent musician, 1-2 aver - age musicians, 2 beginners - training ch
MARKETING STRATEGY	Target Market/The List™: 3 Uniques™: 1. 2. 3. Proven Process: Guarantee:	 - age musicians, 2 beginners - training cir - part time cleaning, no admin - 1 service 100-120 people (why?) - stronger sense of community - 2-3 levels of kids class, plus high school - 90% of services are 90% correct - 10 new people per year? how?



THE VISION/TRACTION ORGANIZER TM

Organization Name: Peace Luth Church Otsego

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST
Future Date: 12/30/2022 Revenue: \$150,000 Profit: \$-37.00 Measurables: pastoral contacts, first time gue Goals for the Year: 1. Others: attendance, offerings 2. Create worship/vision strategy 3. Increase worship attendance to 85 provide pastoral care for all attendees 4. help some seniors take next steps 5. run Financial Peace at least twice 6. Finish bylaws update 7.	Future Date: 9/30/22 Revenue: \$115,969 Profit: Measurables: Rocks for the Quarter: Uho 1. 2. 3. 4. 5. 6. 7.	1. sound system Jessica Vandenberg winddown 2. maintenance coordinator 3. first time guests 4. 5