

Parish Ministry Plan Guidelines

I. Ask these questions:

- Who has God called us to be?
- What has God called us to do?
- What keeps us connected to one another in this place?
- What is it that we do well? What is working?
- What needs improving?

II. What are our Core Values

- *We believe... We believe in...*
- *We value... We care about...*



III. SWOT Analysis (Determine where you are)

What are our church's Internal **S**trengths?

What are our church's Internal **W**eaknesses?

What are our church's External **O**pportunities?

What are our church's External **T**hreats?

Internal : Analyze your resources (human, financial, technology, culture, etc.)

External : Examine the economy, demographics, completion, etc.

IV. Parish Vision Statement

Whom do you want to be? What do you ideally see your church as being? What do you want to look like in 3 years? 5 years? 10 years? Your statement should be positive, motivating.

V. Parish Mission Statement

*What are our church's primary purpose, main purpose, and reason for existing?
(Should be a one-sentence clear, and concise statement that says who you are).*

VI. Parish Ministry Plan (Strategic Plan)

- Identify a list of Goals that you have to meet in order to fulfill your parish Vision and Mission statements.
- Select the 3-4 of the most critical Goals that you want to achieve this year. Include 2 systems from *The Ten Systems of a Healthy Church* as part of these Goals for this year.

VII. Implementation Plan

- Action Planning
 - Select Goals that your best leaders are passionate about. * see definition of "Goal" below.
 - What is the Objective that will support the Goal? What are the desired results – what needs to happen?
** see definition of "Objective" below.
 - Establish a strategic time-line.
 - What are the potential obstacles/barriers that might prevent success?
 - Support – what people and funding resources do you have or need?
 - What needs to be done?
 - Who will do it?

- Evaluation and Measurement
 - How will you know that you have successfully completed the Goal? What does success look like? Determine how the success of each Goal will be measured.
 - Who will monitor the process?

Assignment

- Complete Parish Ministry Plan Template (Attachment A).
- Complete SMART evaluation form for each of your Goals/Objectives (Attachment B).
- Complete Strategic Time Line Exercise for each of your Goals/Objectives (Use Attachment C or D).
- Post Action Plan dates on your parish 12-24 month calendar for each Goal/Objective to ensure that there are no conflicts with other events/action items on the calendar.
- Periodically report and celebrate your accomplishments.

***Goals:**

Goals answer the question “What do you want to accomplish?”. They are broad statements. For example, a goal related to finances might be: *Establish financial strategies that will allow for growth of our outreach ministries.*

****Objectives:**

Objectives support the goals and state how the goals will be accomplished. For example, an objective related to the goal above might be: *Increase the pledge amount by 10%.*

References:

- Friel, Joyce, February 22, 2009, *Key Components of a Strategic Plan*; <http://www2.elca.org/stewardship/makeitsimple>
- Museum Management Consultants, Inc., *Components of a Strategic Plan*; <http://www.museum-management.com/pdfs/MMCstrategicplancomponents.pdf>
- Smith, Dan; September 22, 2009; *From Vision & Mission to Plans & Actions Workshop*
- Swaney, Bill; *Vision, Mission, Strategic Planning Workshop Workbook*

