

STRATEGIC PLAN TEMPLATE

Key Definitions

What is Strategic Planning?

Strategic Planning is developing the plan and process for establishing and achieving church/ministry vision, mission, goals and objectives.

Vision and Mission

The plan should include **the church's** vision and mission. The vision statement of aspiration for the short or long-term direction for your church or ministry. Where do you want to be in the next year, five or ten years? The mission statement describes why the church exists and what you want to accomplish.

Scriptural Foundation for Your Plan

What scriptural foundation supports your vision and mission?

Example for the Strategic Planning Ministry - **“Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it? For if you lay the foundation and are not able to finish it, everyone who sees it will ridicule you, saying, 'This person began to build and wasn't able to finish' (Luke 14:28-30 NIV).**

SWOT Analysis

The plan should include SWOT **analysis, a review of your church's** Strengths, Weaknesses, Opportunities, and Threats section. This can be done using a simple survey of your membership that asks them to list one strength, one weakness, one opportunity, and one Threat to the church/ministry. The data should be compiled and organized by counting the number of like responses in each category to determine any trends that will help in planning. This feedback should help you determine steps you may need to take to complete your goals and objectives.

Goals and Objectives

Goals and objectives **should fit with your church/ministry's vision and mission** for a given period of time. **“What are goals and objectives?”** Goals are general guidelines that explain what you want to achieve in your church/ministry. Example – Establish a youth ministry. Objectives describe how you will establish a youth ministry. Objectives are specific, measurable, and have a completion date. **Objectives include “who, what, when, where, and how” of reaching the goal of establishing the youth ministry.**

Projected Budget

Determine cost estimates, if any, for accomplishing goals and objectives.

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1. Name of Church/Ministry: _____

2. Write Vision Statement:

3. Write Mission Statement

4. What is the Scriptural Foundation

5. Goals and measurable objectives for Conference Year that fit your vision and mission. Make sure to include associated costs for objectives if there are any. List all goals you set and the measurable objective(s) you set for each goal. Use page 3 to complete goals and objectives.

Goal: _____

Measurable Objective(s):

- a. _____
- b. _____
- c. _____

6. What are your SWOTs? (Strengths, Weaknesses, Opportunities and Threats) (Summarize your analysis for each category below.) You may want to review the SWOT definition on page 1.

- a. Strengths _____
- b. Weaknesses _____
- c. Opportunities _____
- d. Threats _____

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Ministry Name _____ Leader _____

	Goals and Objectives	Assigned To	Start Date	End Date	Est. Cost
1	<u>GOAL:</u>				
a	Objective:				
b	Objective:				
c	Objective:				
2	<u>GOAL:</u>				
a	Objective				
b	Objective				
c	Objective				

*Duplicate this sheet if you have more than two goals.