

CHURCH

Church Mission Statement, Vision Statement, and Goals

The following document will help you to create or update your mission statement and vision statement, and to complete the form below entitled “Church Vision and Goals for 20__.”

Mission Statement:

The mission of _____ Church is
[Sample Language: “...to make
disciples of Jesus Christ for the transformation of the world.”]

Question: Is there a Denominational or Associational connection? If so, consider adding: “As a
part of the _____ [Denomination/Association],
_____ Church is also committed to _____
[Denomination/Association mission].”

Vision Statement:

The vision of _____ Church is _____.

Think of your church vision as your motto: *A short phrase (10 words or less) that’s easy to remember, expressing the key beliefs or ideals that guide your congregation to accomplish your mission.* An effective vision statement should be biblical, specific, motivating, and measurable. Keep it brief! You want both your community and your congregation to remember it and understand that this is why you do what you do. The vision may remain the same from year to year. Each congregation expresses their vision in unique ways that reflect God’s call for the members, their gifts, and the needs of their particular setting. For example, the vision of a congregation in a diverse neighborhood might be, “*meeting people, meeting needs, meeting Christ.*” In a rural setting, challenged by declining population and services, a congregation might experience God’s call to a ministry of “*living and giving God’s hope for all times.*”

Assess your current reality. Gather information on your church and ministry setting and measurements of your ministry efforts. You may also want to initiate a demographics study of your zip code and local community. Your local community factors and demographics should inform your vision statement in both focus, tone, and breadth.

Additionally, to increase the congregation’s awareness of these important statements, your church should ensure that your mission and vision statements, and statement of faith, are easily accessible by the congregation.

Measuring Performance and Effectiveness:

If your congregation used a vision/goal-setting process for the current year, evaluate your progress by answering the following questions:

1. How are you getting your congregation and community familiarized with your vision?
2. Which goals and strategies have worked and will be beneficial to continue?
3. What challenges and/or roadblocks have you encountered, and how do you plan to overcome them?
4. What stories will you tell your congregation (when did you see God at work, deepening your discipleship and bringing transformation to others' lives through your members and your ministries)?

Identify 2-3 Attainable Goals for the upcoming year that are aligned with your Church's Vision

An important question to consider is: "What are two or three big ideas that your church can actually accomplish within the next one or two years that will have the greatest impact on your ability as a church to live out your vision?" Although churches often make a *long* list of things that they want to do as a congregation and call those things "Goals," common experience shows that focusing on the *quality* of a few goals, rather than a large *quantity* of goals, is often the wiser course of action to take.

Example: After prayer and discussion, a diverse neighborhood congregation set two goals:

1. To have at least 50% of the congregation actively involved in at least one outreach ministry that directly serves members of the community.
2. As a congregation, to become more familiar with the cultures represented in the surrounding neighborhoods as well as the types of unmet physical and spiritual needs that are prevalent in the community.

Note: If a goal is not accomplished within one year, it may be continued into the next year with updated strategies.

Strategies are Required to Meet Goals

Think about steps that your church committees and groups (Sunday School, Choir, Finance Committee, etc.) can take to help reach those goals. List a few strategies for each goal.

Example: The Church's Committees will host seasonal celebrations at the church. The Education Committee will designate one month of Sunday School in which all ages will learn about the Great Commission and how to talk about Christ outside of the congregation. The worship team will organize a "Christ for the World" worship service in a neighborhood park and involve the church's neighbors in its planning. The Finance Committee will ensure that those involved in implementing this strategy have the resources they need to execute their strategy.

_____ **CHURCH**
Church Vision and Goals For 20_____

Sample Form

Your previous year's Vision and Goals (if any existed at that time) should be consulted when completing this form. The format and categories included below are changeable depending on your preferences.

Our Church's Vision: _____

2022	2023	Vital Signs
		Average worship attendance at all regularly held weekly services
		Total number of people received by profession of faith
		Average number of people participating in small groups
		Average number of people serving in mission/outreach
		Total amount given for support of benevolent and charitable ministries
		Total offering received

Evaluate and Celebrate 2022-2023 Goals: What have you accomplished in this year so far? What still needs to be done? List the goals and describe their status, adding more as needed.

Goal #1:
Goal #2:
Goal #3:

Set 2023-2024 Goals and Strategies: What are your goals for the coming year? How do you plan on accomplishing them? List goals with the key steps required to make them happen, adding more as needed. **Note:** *Goals may be continued from the current year to the next year if they're not yet accomplished.*

Goal #1:
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Goal #2:
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Goal #3:
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