

CAMPBELL CHAPEL AME CHURCH – BLUFFTON, SC

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2026 PLAN OF ACTION BASED ON SWOT ANALYSIS

A Simple, Clear, and Practical Strategy



1. MAXIMIZE STRENGTHS – Build on What We Do Well

In 2026, Campbell Chapel will strengthen its core strengths—radical hospitality, community service, worship, and partnerships—by intentionally building them into every ministry event and discipleship effort.

- Strengthen Radical Hospitality with training for greeters, ushers, and volunteers, and a visible Welcome Area for guests.
- Expand community partnerships through Bluffton Community Kitchen, Sandelwood Food Pantry, schools, and local nonprofits.
- Enhance worship and spiritual growth through music, Bible Study, small groups, and focused seasons of prayer.
- Use land, facilities, and the beauty of the sanctuary for concerts, forums, and community gatherings.

2. ADDRESS WEAKNESSES – Remove Internal Barriers

Campbell Chapel will confront communication gaps, technology issues, planning challenges, and limited engagement with clear systems and shared accountability.

- Improve communication with a unified system: bulletin, email, text, social media, and announcements.
- Modernize technology—sound, livestream, and media—and train a Tech & Media Team.
- Strengthen accountability and follow-through with written ministry action plans and quarterly reviews.
- Develop Youth & Young Adult Ministries with a council, monthly gatherings, and mentors.
- Invest in leadership and volunteer development through training based on 'I Will' and 'Five Practices'.

3. LEVERAGE OPPORTUNITIES – Grow in New Ways

Opportunities in outreach, mentoring, family support, and administrative systems will be used to grow disciples and deepen community engagement.

- Expand community outreach and evangelism through 'Each One Bring One' and neighborhood invitations.
- Serve children, teens, and families with mentoring, parent workshops, and school partnerships.
- Strengthen administrative systems with planning calendars, standard procedures, and annual ministry goals.
- Maximize the Fellowship Hall for fellowship, seniors' gatherings, youth activities, and community meetings.
- Offer job training, financial literacy, and resource workshops in partnership with local agencies.

4. ADDRESS THREATS – Protect and Prepare the Church

Campbell Chapel will respond to safety concerns, declining youth, and cultural challenges with proactive planning, hospitality, and focused discipleship.

- Upgrade security and safety with cameras, systems, and a trained Safety Team.
- Grow youth and young adult presence through programs, leadership roles, and transportation support.
- Combat declining membership with a clear discipleship pathway from visitor to active disciple.
- Increase the sense of welcome for all people, regardless of AME background or race.
- Strengthen follow-through by assigning clear responsibilities and celebrating completed goals.

5. 2026 MINISTRY CALENDAR PRIORITIES

Quarter 1 – Build Foundation: *approve local church budget, leadership training, hospitality relaunch, youth council, technology upgrades, and expanded community kitchen outreach.*

Quarter 2 – Strengthen Ministry: *class leaders reorganization, small groups, family workshops, and membership growth emphasis.*

Quarter 3 – Community Engagement: *back-to-school events, youth & young adult revival, community unity day, and job/resource fair.*

Quarter 4 – Celebration & Assessment: *year-end review, vision night for 2027, community Christmas outreach, and volunteer appreciation.*

6. OVERALL 2026 STRATEGIC GOALS

- Increase average worship and ministry attendance by 15–20%.
- Increase youth and young adult involvement by at least 30%.
- Launch at least four new community-facing ministries or initiatives.
- Upgrade and maintain all core technology for worship, communication, and security.
- Strengthen hospitality, visitor follow-up, and new member assimilation.
- Expand outreach partnerships that address real needs in Bluffton and surrounding communities.
- Enhance safety and security for all members, guests, and volunteers.
- Increase congregational stewardship and giving

SUMMARY

This 2026 Plan of Action is simple, achievable, and aligned with Campbell Chapel's heart: **Radical Hospitality, Passionate Worship, Intentional Faith Development, Risk-Taking Mission & Service, and Extravagant Generosity.**

By maximizing strengths, addressing weaknesses, leveraging opportunities, and confronting threats, Campbell Chapel will:

- Strengthen discipleship
- Grow numerically
- Thrive spiritually
- Serve the Bluffton community
- Make Jesus known through love, service, and unity