

MINISTRY BLUEPRINT

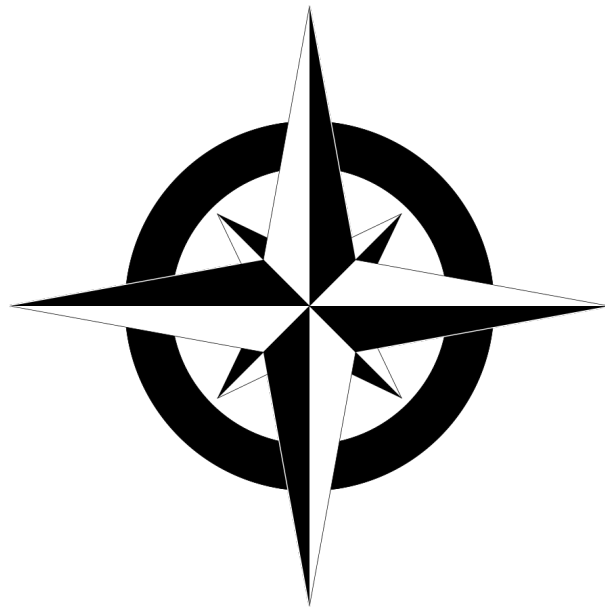
A STRATEGIC GUIDE TO CONGREGATIONAL VITALITY & SUSTAINABILITY



CHRISTIAN CHURCH (DISCIPLES OF CHRIST) OF GREATER KANSAS CITY

MINISTRY BLUEPRINT

A Strategic Guide to Congregational Vitality & Sustainability



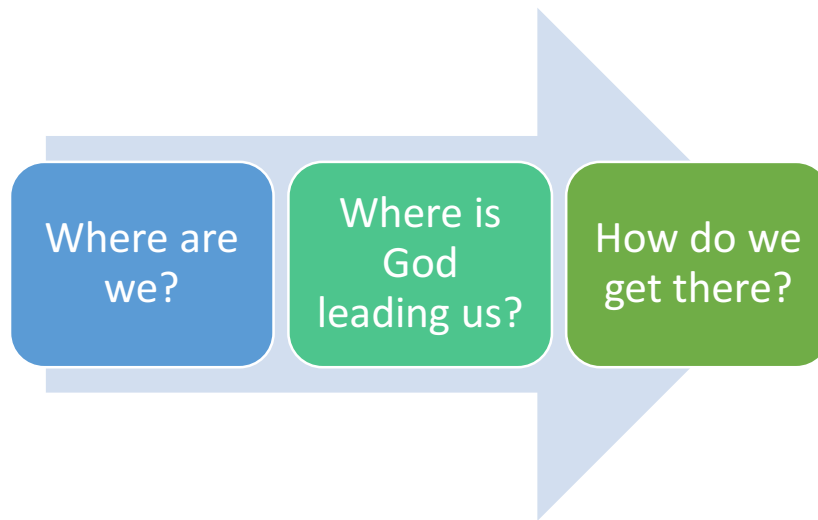
Prepared by
Rev. Yolanda Roseby



Christian Church (Disciples of Christ) of Greater Kansas City
9401 Johnson Drive, Merriam, KS 66203

OVERVIEW

The Ministry BluePrint: A Strategic Guide to Congregational Vitality & Sustainability is a 3-step process to help congregations fully live out their mission and purpose. This guide incorporates both strategic dialogue and strategic planning to help congregations achieve their missional goal(s).



3-STEP PATH TO CONGREGATIONAL SUSTAINABILITY & VITALITY

Plans are most likely to fail when they neglect to clearly understand in advance the needs in their target mission field. The temptation to establish ministry plans is always to begin working immediately. Another problem equal in magnitude is when congregations fail to agree in advance on a well-defined process of planning and managing goals and necessary resources.

“Commit to the Lord whatever you do, and he will establish your plans.”

PROVERBS 16:3



OUR MISSION

- 1. What is your congregation’s purpose expressed in terms of key measures that must be reached to achieve its vision?

THOUGHTFUL QUESTIONS:

Is the current mission anchored in God’s mission? (Please explain) _____

Is it motivational? (Please explain) _____

Does it align with the actions and decisions of the ministry? (Please explain) _____

OUR CORE VALUES (GUIDING PRINCIPLES):

1. Why does the local congregation exist? Decide what is most important in the life of the congregation.

a. Identify and describe the times when the congregation is at its best.

Occasion	What was happening?

b. Identify and describe the times when the congregation feels most proud.

Occasion	What was happening?

c. Identify and describe the times when the congregation was most fulfilled and purposeful.

Occasion	What was happening?

PRIORITIZE YOUR TOP VALUES

Use the list of common values on page 5 to help you get started. Prioritize your top 10 values. Prioritizing your congregation’s values will have your look deep inside your congregation.

- Write down your top values, not in any particular order.
- Look at the first two values and ask yourself, "If we could satisfy only one of these, which would we choose?" It might help to visualize a situation in your congregation in which you would have to make that choice.
- Keep working through the list, by comparing each value with each other value, until your list is in the correct order.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

REAFFIRM YOUR TOP VALUES

Review your top values and make sure they fit within the life and vision of your congregation. Check your top-priority values, and make sure they fit with your life and your vision for yourself.

- Do these values make us feel good about ourselves?
- Are we proud of our top three values?
- Would we be comfortable and proud to share our values within our local mission field?
- Do these values represent things we would support, even if our choice isn't popular, and it puts us in the minority?

COMMON VALUES

Values are who we are. Values represent the essence of who we are. The following list contains words that illustrate values.

Acceptance Accessible Achievement Adaptability All Available Awareness	Balance Believers Belonging Best Bold Boundary Brave	Caring Celebrate Collaboration Commitment Compassion Communion Community Conscious	Daring Dependable Depth Devoted Disciple Discover Diversity
Empower Encourage Energy Engage Enlighten Entrepreneur Explore	Faith Family Fellowship Focus Freedom Friendly Fun	Generous Giving Global Guidance Grace Gratitude Grow	Healing Health History Holy Honesty Hope Hospitality
Inclusive Informal Innovative Insightful Inspiring Integrity Introspective	Jacob Jamboree Joyful Jubilant Justice Justify	Kids Kind Knowledge Know	Labyrinth Leaders Liberate Life Listen Longing Love
Maximize Meek Mindful Modest Motivate	Nature New Niche Noteworthy	Open Optimism Organize Outreach Overflow Own	Participate People Power Produce Professional Proficiency Provide
Quality Quest Quiet	Rebirth Redeem Reform Relevant Responsive Retrospective Revelation	Sacraments Servant Social Spirit Spiritual Stewardship Strength	(The Lord's) Table Teaching Technology Theological Thorough Truth
Undeniable Unity Universal Urgency	Values Victory Virtual Visible Vision Vital Volunteer	(the) Way Wealth Will Wisdom Witness Word of God Worship	Zeal Zestful

OUR STRENGTHS & WEAKNESSES:

An analysis of your congregation's strengths and weaknesses can be the driving force for justifying and implementing meaningful change. Major improvements to the congregation's programming can be a direct result of using this analysis. (See page 7 – SWOT Analysis)

INTERNAL ENVIRONMENT

Strengths refer to the things the congregation does well. Strengths may be Christian education, youth ministry, leadership, outreach, missions, music ministry, reputation, etc.

Weakness refer to the things the organization needs to improve. Weaknesses in resources or skills hinder the congregation from achieving a desired goal or mission. By understanding your weaknesses, you can focus on specific areas the congregation needs to improve.

Helpful Questions:

- What are resources do we have or need access to? What are the indicators of success or failure in your congregation?
- What are the high/low demand programs?

EXTERNAL ENVIRONMENT

Opportunities are trends that your congregation could take advantage of. These are outside factors or situations that exists that may affect your ministry setting in a positive way in achieving a desired goal or mission.

Threats are the roadblocks you face in your ministry setting. This is the time to look at what others are doing. Determine what they are doing better? Threats are outside factors that current exist that affect your organization in a negative way, i.e. technological changes, politics, demographic changes, zoning, etc.

Helpful Questions:

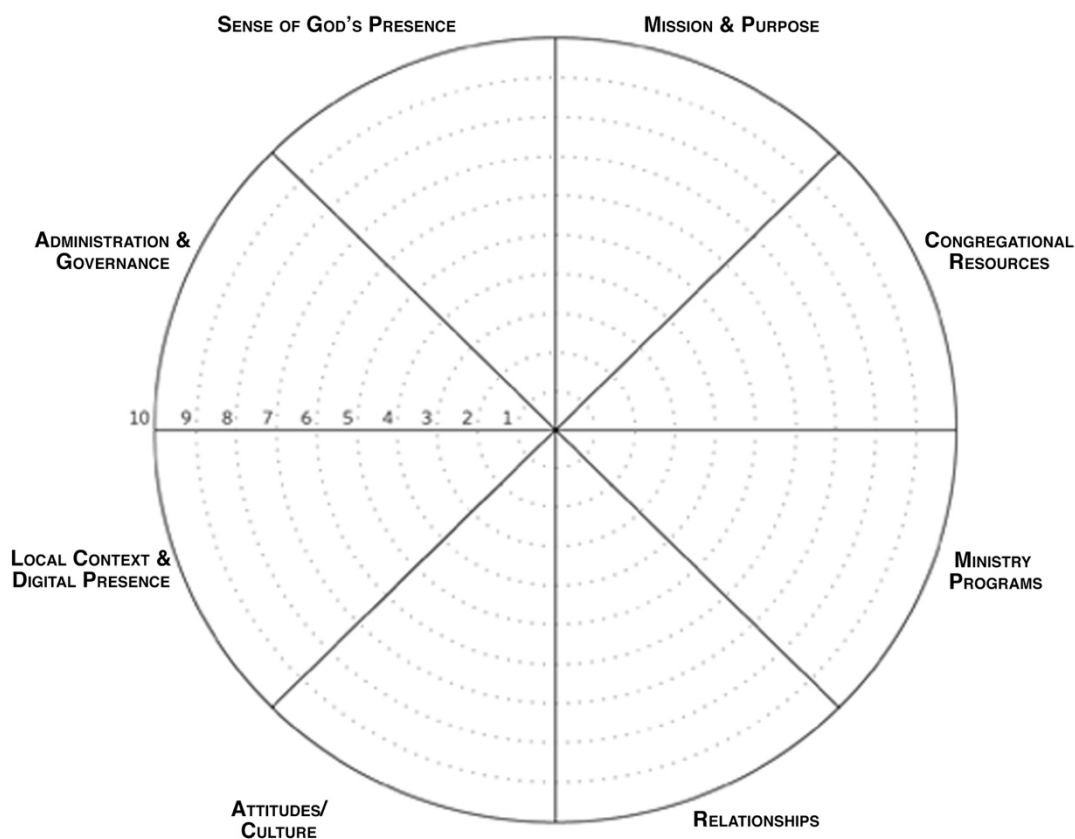
- Have there been social changes or might there be?
- How has technology changed and how will it change?
- Have there been any changes in the religious landscape or are they likely to occur?

SWOT ANALYSIS

Internal Environment		External Environment	
Strengths	Weaknesses	Opportunities	Threats

CONGREGATIONAL LIFE WHEEL

The Congregational Life Wheel is a visible tool to better understand the eight domains or areas of the congregation's life that make up the overall health. These domains are comprised of common characteristics, identities, and behaviors. (See Page 8 - Congregational Life Wheel Domain Definitions)



On a scale of 1-10, (1 being completely unsatisfactory and 10 being thoroughly satisfied), decide where you perceive your congregation to be in each domain of your congregational life at the present time. Draw a line on the level of satisfaction in the appropriate triangle; then connect the points of each line.

How bumpy is your wheel? Using your congregation's life wheel, you can identify opportunities to create balance and begin moving toward sustainability and vitality.

CONGREGATIONAL LIFE WHEEL DOMAIN DEFINITIONS

God's Presence	Leaders experience God's active presence in the congregation. Leaders can articulate how God shows up and works in and through the congregation and its people.
Mission/ Purpose	The congregation has a clear understanding of God's larger mission and the purpose for their church in this time and place. The congregation can articulate that purpose and has a specific plan to implement.
Leadership	Pastor, lay leadership, and unofficial leaders - Their skills, personalities, overall health (physical, emotional, spiritual, financial, etc.) are strong and match the current mission.
Relationships	Relationships among leadership, pastor & staff, and the congregation create loving community with good communication. People work together respectfully through disagreements.
Attitudes/ Culture	Mission orientation (Mission is the driving force behind everything the church does.), willingness to change to achieve mission, sense of ownership, belonging/ commitment, level of engagement, and interest in embracing local community.
Local Context & Digital Presence	Congregation is an important part of and partner with the community where it is located and has a strong digital presence, i.e. website and social media.
Administration, Governance, & Resources	Decision making, administration of finances, and personnel management support missional activities. Money, facility, equipment, technology, and people power support missional activities.
Ministry Programs	The things a congregation does, it does well. May include: worship, fellowship, faith formation, prayer, children, youth/ young adult ministries, evangelism, outreach, stewardship, etc.

(Note: Domain definitions are taken from the Evangelical Lutheran Churches in America Congregational Vitality Project v11.2.15© Copyright Evangelical Lutheran Church in America. 2015 Permission is hereby given to reproduce for noncommercial use. Any such reproduction must acknowledge the ELCA's authorship and include this statement.



WHO ARE OUR NEIGHBORS?

Use the MissionInsite QuickInsite Report to describe the “Story” of your congregation’s local mission field.

POPULATION & HOUSEHOLD

What is the population of your study area? _____

Is the population projected to grow or decline? _____

By what percentage? _____

AGE

What is the average age in the area? _____

What % of population is 0 to 4 years old? _____

What % of the population is under age 35? _____

What “Phase of Life” group is largest? _____

EDUCATION & CAREER STATUS

What % of the adults 18 years and older have college education? _____

What % of the adults 18 years and older are high school graduates? _____

What % of adults 18 years and older have not completed high school? _____

COMMUNITY DIVERSITY

What is the % of current year racial ethnic population by group?

% Asian _____

% Black/African American (Non-Hispanic) _____

% White (Non-Hispanic) _____

% Hispanic or Latino _____

% Pac Is/Am Ind/Other (Non-Hispanic) _____

What group has the highest projected growth? _____

What group has the highest projected decline? _____

FINANCIAL RESOURCES

What is the average household income? _____

Is the avg. household income growing or declining? _____

What percentage of the households are below poverty level? _____

RELIGIOUSITY

What percentage of the population would “consider myself a spiritual person?” _____

What percentage of the population would say that it is “important to attend religious services?” _____

DISCOVERY CAFÉ: ENGAGING CONGREGANTS IN STRATEGIC DIALOGUE

Discovery Café is based on the World Café model, a café-style environment within the congregation, that encourages “collective intelligence”¹.

This model of strategic dialogue will allow your congregation the opportunity to engage all congregants in the strategic planning process. With the World Café model, you will be able to:

- Develop a more collaborative organizational culture
- Solve problems creatively, and
- Recognize the contributions of participating congregants

Sample Questions to Explore:

1. What do you expect from the ministries we provide? Are we meeting your needs and/or expectations? Why or why not?
2. What can we do to improve the ministries we provide to you and our community?
3. In what ways are we different from the people in our local mission field?
4. Name at least 2 potential new ministries that might best engage people in our local mission field?

¹ Brown, Juanita, and David Isaacs. *The World Cafe: Shaping Our Futures through Conversations That Matter*. San Francisco: Berrett-Koehler, 2005. E-Book.

OUR VISION:

1. What is our BHAG (Big Hairy Audacious Goal)? What do you want to achieve and is only possible with God?

2. What available resources do we currently have?

3. What are the unmet needs in our community? (If you do not know, simply state unknown).

THOUGHTFUL QUESTIONS:

Which passages in the Bible speaks to the heart of the congregation? _____

How can we bridge our past to the future? _____

Does the vision create a clear mental image of a preferable future? _____



HOW DO WE GET THERE?

Identify the top five priorities for each domain and on a scale of 1 to 5 the importance and urgency of each priority (1 being least important and urgent and 5 being most important and urgent). Multiply the importance times urgency to determine success factor.

Note: Complete Priority Goal Worksheet for each ministry domain.

Top Five Priorities for: Domain Name	Importance x Urgency = Success		
1.			
2.			
3.			
4.			
5.			

List the priorities in order based on the success factor. Write a description and deadline for priority and define why it is important.

Priority Goal Description and Deadline	Purpose - Why?
1	
2	
3	
4	
5	

Let's set some goals! Write a detailed list of tasks to complete each priority goal with deadline and responsible person.

1	STEPS – Priority Goal #1	Deadlines	Responsible Person
2	STEPS – Priority Goal #2	Deadlines	Responsible Person
3	STEPS – Priority Goal #3	Deadlines	Responsible Person
4	STEPS – Priority Goal #4	Deadlines	Responsible Person
5	STEPS – Priority Goal #5	Deadlines	Responsible Person