

## Strategic Plan for Churches Template

1. Executive summary	<p>This is a short and simple summary of the plan. It will refer to:</p> <ul style="list-style-type: none"><li>• The church's mission</li><li>• The church's vision</li><li>• The "strategic priorities", or "SMART objectives" that have been set</li><li>• How the plan includes "ministry initiatives" that align with the strategic priorities</li><li>• How the plan includes details of who has "key accountability" for each of the ministry initiatives</li><li>• How the plan includes details of "key outcomes" for each of the initiatives</li></ul>
2. The Church's Mission	<p>This is a statement that explains why the church exists</p>
3. The Church's Values	<p>These are those things that have been identified as of significant importance to who the church is and how it functions</p>
4. The Church's Vision	<p>This is the picture, painted with words, of what the church believes it will look like if it fulfills its mission/purpose in the future</p>
5. First Strategic Priority/SMART Objective/dream	<p>This is what you aim to achieve in the current strategic cycle</p> <p>E.g.,</p> <p>To help the congregation identify, use, and develop their spiritual gifts</p>

6. Ministry Initiatives that align with this priority	<p>E.g.,</p> <p>Ministry Initiative 1 – Run the Discover Your Shape for Ministry Course”” once in each year of the current strategic plan</p> <p>Ministry Initiative 2 – Support those who complete the course in joining existing ministry teams where they can serve according to their SHAPE</p> <p>Ministry Initiative 3 – Promote external opportunities for the development of spiritual gifts including Morling College Courses</p>
7. Key Accountability/ies for this priority	<p>E.g.,</p> <p>“The Senior Pastor, supported by the pastoral team” or the “Associate Pastor for Discipleship supported by the pastoral team”</p>
8. Strategic Partners for this priority	<p>E.g.,</p> <p>All members of the pastoral team</p> <p>All leaders of existing ministries</p> <p>The whole congregation</p>
9. Key Outcome for this priority	<p>E.g.,</p> <p>An increased proportion of the congregation (may wish to quantify this) becomes involved in ministry/service in the life of the church and/or in their wider communities</p>
10. Indicators of Progress for this priority	<p>E.g.,</p> <p>Indicator 1 – The SHAPE course is run in 2024, 2025, &amp; 2026</p>

	<p>Indicator 2 – Those who complete the course receive a personal invitation from a member of the pastoral staff to discuss their SHAPE and where they might serve</p> <p>Indicator 3 – A growing proportion of the congregation is regularly involved in church ministries</p> <p>Indicator 4 – Members of the congregation access external opportunities to further develop their gifts e.g., Morling College Preaching Conference</p>
11. Measurement Criteria for this priority	<p>E.g.,</p> <p>Measurement 1 – The number of SHAPE courses that are run during the period of the strategic plan (quantitative)</p> <p>Measurement 2 – The number of people who participate in the SHAPE courses (quantitative)</p> <p>Measurement 3 – The number of people who complete the SHAPE course and meet with a member of the pastoral staff to discuss their SHAPE and where they might serve (quantitative)</p> <p>Measurement 4 – The number of people who complete the SHAPE course and join a ministry team (quantitative)</p>
12. Timeframe for this priority	<p>E.g.,</p> <p>Within the cycle of the strategic plan.</p> <p>NB: This example priority extends throughout the whole period of the strategic, however other priorities may have timeframes attached that are less than the whole period e.g., “by the end of the first year” or “by December 2025”, etc.</p>
13. Repeat Steps 5-12 for each Subsequent Strategic Priority/ SMART Objective	