



# Church Communications Strategy Training Course



## Ministry Goals Worksheet How to Define Your Purpose

# SWOT Analysis

Performing a SWOT (*Strengths, Weaknesses, Opportunities, and Threats*) analysis is a helpful thing to do before determining your mission statement and ministry goals.

Use this process to identify both the positive and negative characteristics of your church and the environment it is in. Going through each box, ask the questions to the leaders of your congregation.

Write down whatever is said, then summarize them, sorting them in the order of the things that are most impactful. These items can serve as the primary discussion points for determining your Mission Statement and Ministry Goals.

## Positive Characteristics

## Negative Characteristics

Unique to Your Church

### Strengths

- What actions or activities does your church do well?
- What is your church known for within your community?
- What positive things do members say about your church?
- What positive things do visitors say about your church?
- What advantages does your church have over other churches?

### Weaknesses

- What actions or activities does your church do poorly?
- What is your church not known for within our community?
- In what ways is your church not efficient?
- What should your church avoid doing?
- What advantages do other churches have over your church?

Unique to Your Environment

### Opportunities

- What opportunities are present in your city today?
- What is going on around your church that seems to be useful?
- What could be done today that isn't being done?
- What is missing in your community?
- Who can your church partner with that you have not in the past?

### Threats

- What are the negative tendencies in play today?
- What obstacles does your church face in your community right now? In the near future (3-5 years)?
- What might cause your church problems in the future and how?
- What is going on in our culture that causes difficulties for your church?



# Your SWOT Analysis

Positive Characteristics

Negative Characteristics

Unique to Your Church

 **Strengths**

 **Weaknesses**

Unique to Your Environment

 **Opportunities**

 **Threats**



# Mission Statement

While all churches strive to follow the Great Commission, a church mission statement is how that church follows it in this time and place.

A quality church mission statement should identify the **why**, **what**, and **who** of how your church operates while using language that your members can understand, become familiar with, and adopt as their own.

For example, the mission statement of The Lutheran Church— Missouri Synod reads, “In grateful response to God’s grace and empowered by the Holy Spirit through Word and Sacraments, the mission of The Lutheran Church—Missouri Synod is vigorously to make known the love of Christ by word and deed within our churches, communities and the world.”

**Why?** “In grateful response to God’s grace and empowered by the Holy Spirit through Word and Sacraments...”

**What?** “...vigorously to make known the love of Christ by word and deed”

**Who?** “...within our churches, communities and the world.”

In addition to answering those three questions, this mission statement has two key phrases that make it stand out. First, it begins with “**In grateful response**,” which shows that everything is done as a way of showing gratitude to the Lord for what he has done for us. Second, the adverb “**vigorously**” is an uncommon word that is still understood and emphasizes the effort and energy that is being given to pursue the mission statement.

## Your Mission Statement

Using the SWOT analysis as your basis, ask your church leaders the following questions:

Why do we do what we do?

What is that we do that is unique?

Who are we striving to reach?

What words or phrases does our leadership use?

Use the answers to these questions to put together a variety of potential mission statements. The why, what, and who do not need to be in that exact order, but should exist. The final statement should be easily memorized by everyone in your organization, so be sure to keep it simple.



# SMART Goals

One common way to establish strong goals is by using the acronym SMART, which stands for Specific, Measurable, Achievable, Relevant, and Timely.

For example, a goal that uses these five principles is, “Increase the percentage of members attending a weekly Bible study to 35% by year-end.” This goal is:

**specific** because it identifies an exact percentage to measure (35%);

**measurable** because by taking attendance at Bible studies, the church can collect quantifiable results;

**achievable** because if the church already has 25% or 30% attendance at weekly Bible studies, increasing that amount to 35% in one year may be feasible;

**relevant** because Bible studies are related to the church’s work and are of interest to the members; and

**timely** because it has an end date at which results will be measured and success can be determined.

## Your Ministry Goals

The timeframe of your goals should influence the number of ministry goals, but three to four year-long goals is a good rule of thumb. It’s also important that each goal should be completely in line with your Mission Statement, since that won’t change from year to year.

As you evaluate each potential ministry goal, ask the following questions to determine if it is SMART.

**Specific**—Is it clearly defined so that someone from the outside can understand it?

**Measurable**—Can you determine when it will be successfully completed?

**Achievable**—Is it actually realistic, meaning is it possible with an appropriate amount of effort?

**Relevant**—Does it properly apply the Great Commission in this time and this place?

**Timely**—Is there a defined time period?





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