STEP BY STEP GUIDE TO STARTING A HIGH IMPACT MINISTRY
YOUR INVITATION

We are here to help local leaders move their God-given dream from vision to reality. If your dream is to reach the summit of Mount Everest, you will need a map and a seasoned guide. Our team of guides and seasoned practitioners have been up the ministry planning mountain and we are here help you do the same.

With LINC, “No leader walks alone!”

This handbook is designed to take you through the process of pioneering a new ministry. Through our LINC certified coaches, the Kairos app, and a library of online resources we will walk with you every step of the way on the journey.

Our step-by-step process will help you map a clear path and achieve your God-given dream. LINC’s Successful Ministry Pyramid provides a pathway for starting your ministry. Each section builds upon the last. If any component is missing or misaligned, your ultimate win will be pointed in the wrong direction.

The Ministry Blueprint is a customizable tool designed to capture the key elements of your plan. As you go through the process, you will be equipped to populate it.

Looking forward to this journey of discovery with you!
PART ONE: YOUR DREAM ........................................p. 7
Ever feel like people don’t understand the dream God has laid on your heart; no matter how many times you tell them about it? It is like we see in color but can only talk in black and white. In part one you will learn a simple formula for sharing your dream. When applied you will see people “get” what you are about and feel compelled to help.

Part One Objective: Share the story of your God-given dream in a compelling way.

PART TWO: PRAYER ..............................................p. 13
In Part Two you will learn how to create a foundational prayer rhythm for your ministry. Too often prayer is an afterthought. We’ll share simple methods for incorporating prayer as the bedrock of your ministry.

Part Two Objective: Develop a clear prayer plan.

PART THREE: TEAM ..............................................p. 19
In Part Three you will discover how to recruit and work with a team. Having aligned team members who function well together is crucial to a successful ministry. You will learn how to bring the right team together and how to unify them around the mission.

Part Three Objective: Form your launch/leadership team.

PART FOUR: CULTURE .........................................p. 25
In Part Four you will learn how to utilize a clear set of values to shape the culture of your organization. It has been said many times, “culture eats strategy for breakfast.” You will discover how to utilize proven communication tools to build the right values into the DNA of your ministry. A clear plan for developing culture will align people around your mission, simplify decision making and attract new contributors to join your team.

Part Four Objective: Define your values and set team member expectations.
PART FIVE: STRATEGY ........................................p. 31
In Part Five you will learn how to clearly define your purpose and create a ministry framework that achieves it. You’ll be taught how to build strategic partnerships in the community, develop a fundraising plan and prepare your own unique ministry framework.
Part Five Objective: Develop your purpose statement and ministry framework.

PART SIX: SYSTEMS .........................................p. 51
In Part Six you will learn how to make the back end processes of your organization run smoothly. Having good systems will multiply effectiveness, increase trust with donors and allow more energy to be put into accomplishing the mission.
Part Six Objective: Lay out your core processes and organizational structure.

PART SEVEN: THE WIN ......................................p. 57
In Part Seven you will learn how to measure the effectiveness of your ministry. Clearly articulating a ministry dashboard will keep your team focused on the right things and allow for swift course corrections if things drift out of alignment.
Part Seven Objective: Establish your unique measures of success.

THE MINISTRY MASTER CHECKLIST .........................p. 61
A master checklist designed to capture every step along the way.

MINISTRY BLUEPRINTS .....................................p. 67
The Ministry Blueprint is a customizable tool designed to capture the key elements of your plan. As you go through the process you will be encouraged to populate sections of the Ministry Blueprint.

Special thanks to our friends at Church Unique for allowing us to include and adapt their tools into our process.
PART ONE: YOUR DREAM

Objective: Share the story of your God-given dream in a compelling way
YOUR DREAM CHECKLIST

- Clarify what your God-given dream is
- Develop simple and compelling language to communicate your dream
- Capture the story of what has moved you (the founder) to this cause
- Refine your language by sharing with others and building off their feedback
1.1 YOUR DREAM
Objective: Share the story of your God-given dream in a compelling way

I passed on to you what was most important, Christ died for our sins, just as the Scriptures said. He was buried and was raised from the dead on the third day. 1 Corinthians 15:3-4

Ever feel like people don’t seem to get how important your God-given dream is? Why aren’t others moved the same way that you are? Your God-given dream is a part of bringing Jesus’ “most important” restoration to those who need it. We want to help you share that dream in a clear and compelling way.

Below is a simple outline for articulating your dream so that when you share it with others they will understand it and be motivated to action.

PROBLEM - SOLUTION - RESULT

1. ARTICULATE THE PROBLEM:
Clearly articulate the problem in the world that you are called to solve. You want to help other people feel the problem themselves and/or articulate a problem they already feel personally.
Note the problem articulated in the first paragraph of this page.

2. SHARE YOUR SOLUTION:
Share your unique solution to that problem. Then, in the simplest terms possible, tell people what that solution is.
Note the solution shared in the bolded sentence of this page.

3. VISUALIZE THE END RESULT:
Help people visualize what the God-honoring end result will be. The more specific and clear you can be the more it will be likely to stick.
Note the result described in the bolded sentence of this page.

Use the worksheet on the following pages to capture your story and refine the way you share your God-given dreams with others.

See LINC.org/Resources for examples and more info
1. BRAINSTORM A LIST OF PROBLEMS PEOPLE FEEL THAT YOUR GOD-GIVEN DREAM WILL SOLVE

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTION</th>
<th>RESULT</th>
</tr>
</thead>
</table>

2. LIST OUT WHAT YOUR UNIQUE SOLUTION IS TO THOSE PROBLEMS

If you don’t have a simple process, plan or idea of what your solution is then pause and spend some time working on what it might be.

3. LAY OUT THE SPECIFIC RESULT THAT PEOPLE WILL EXPERIENCE BECAUSE OF YOUR SOLUTION

4. Fill in this ad lib with info from the boxes above until you find a combination you like.

Ever notice how (insert problem here) ______________________________________________________

God has laid on my heart a solution to that problem, specifically,

___________________________________________________________________________________________

with the end result being ____________________________________________________________________

5. Wordsmith into something short and memorable. (It is a good idea to bounce it off of others for feedback)
1. Fill in the timeline below with the milestone moments God used to form the dream in your heart.

2. Imagine you are asking someone join your team. Write out the story of how God gave you this dream as if you were emailing them. Include your personal story, why you are passionate about it and what you have done so far in pursuit of this dream.

3. Capture a summary of your story on the Ministry Blueprint
PART TWO: PRAYER
Objective: Develop a clear prayer plan
Identify prayer point leader(s)

Recruit people to be on the prayer team

Schedule an initial prayer meeting

Determine an on-going communication plan and focus for the prayer team

eg. For the next 365 days we will pray every day for about the new church ___________ and will send text reminders to the group.

Determine a rhythm for ongoing prayer gatherings
2.1 PRAYER
Objective: Develop a Clear Prayer Plan

Search for the Lord and for His strength; continually seek Him.
1 Chronicles 16:11

PRAYER IS FOUNDATIONAL
Jesus tells Peter (Matthew 16) that “upon this rock, I will build my church.” Our ministry is first and foremost Jesus’ ministry. He is the one building it. We must root everything we do in prayer so that we do not deviate from His will for His ministry.

Below are some thoughts and ideas to consider when developing your unique prayer plan.

Use the worksheet on the following page to continue developing your plan. Then capture your prayer focus areas on the Ministry Blueprint.

A CLEAR PRAYER PLAN SHOULD INCLUDE:

- A well-informed team
- Specific things to pray about
- A rhythm for when prayer happens
- A point person to coordinate the effort
- A focus on God and not ourselves

IDEAS TO CONSIDER:

- A daily email or text with a prayer focus.
- A pre-written guide that others can follow
- A specific fasting plan
- A 365-day focused prayer challenge
- A time of prayer with a larger group to worship and celebrate what God is doing

See LINC.org/Resources for examples and more info
PRAYER PLAN

WHO

TEAM LEAD(s):

PRAYER FOCUS - Umbrella categories to pray about.

1.
2.
3.

WHAT

FREQUENCY AND COMMUNICATION:

e.g. For the next 365 days we will pray everyday about the new church and Jami will send text prompts to the group with a specific focus.

TIMES WE WILL MEET IN PERSON ARE:

FASTING PLAN AND/OR SCHEDULE TO FOLLOW:
### Example Prayer Plan

**WHO**

<table>
<thead>
<tr>
<th>Team members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jacob C, Mary H, Carl J, Demelash Y</td>
</tr>
</tbody>
</table>

**METHOD**

**PRAYER FOCUS - Umbrella categories to pray about.**

1. God to bring the right people to our team
2. Open doors in the community
3. Favor as we seek provision

**FREQUENCY AND COMMUNICATION:**

Katie will set up a private Facebook group focused on prayer. A new focus will be posted once a week.

*E.g. For the next 365 days we will pray everyday about the new church and Jami will send text prompts to the group with a specific focus.*

**TIMES WE WILL MEET IN PERSON ARE:**

We’ll meet in person on the first Monday night of the month.

**FASTING PLAN AND/OR SCHEDULE TO FOLLOW:**

We plan to fast every first Monday and break the fast together at our prayer meetings.
PART THREE: TEAM
Objective: Form your launch/leadership team
TEAM CHECKLIST

- List out commitments being asked of the launch team
- List out specific launch team roles to be filled
- Make a list of people to ask to be on the launch team
- Ask people to join the launch team
- Schedule initial launch team meeting
- Determine rhythm and schedule for ongoing meetings
3.1 TEAM
Objective: Form a launch/leadership team

Their responsibility is to equip God's people to do his work and build up the church, the body of Christ. Ephesians 4:12

Having a great team around you can make a real difference in your ministry planning. In this phase we are forming a working team to help you with your ministry plan. Some of these people will be in for the long-haul. Some will be with you for a season. Having a clear description of what you are asking people to do will go a long way to building an effective team.

Use the worksheet on the next page to create job descriptions and a list of people to ask.

### TIPS FOR TEAM ALIGNMENT:
- Be clear on roles and expectations
- Have regular and organized meetings
- Invest time into team development and learning about each other
- Keep the “big picture” in front of everyone
- Allow space to “clear the air” in healthy ways

### CHARACTERISTICS TO LOOK FOR:
- Team Player
- Spiritually mature
- Energized by the vision
- Committed to the time/work required
- Can “go with the flow”
- Ability to identify problems AND bring potential solutions

See LINC.org/Resources for examples and more info
<table>
<thead>
<tr>
<th>ROLE</th>
<th>DESCRIPTION</th>
<th>PERSON</th>
</tr>
</thead>
</table>

**MEETING FREQUENCY**
## Example Team Plan

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Team Leader</td>
<td>Set the schedule and agenda for the leadership team</td>
<td>Jorge G</td>
</tr>
<tr>
<td>Money Manager</td>
<td>Oversea the initial set up of our financial systems</td>
<td>Mary S</td>
</tr>
<tr>
<td>Outreach Coordinator</td>
<td>Make strategic connections in the community</td>
<td>Tsebaot B</td>
</tr>
<tr>
<td>Prayer Coordinator</td>
<td>Lead the prayer team and Sunday prayer effort</td>
<td>Katie G</td>
</tr>
<tr>
<td>Communications</td>
<td>Oversea digital and print communications</td>
<td>Dan H</td>
</tr>
<tr>
<td>Children’s Ministry</td>
<td>Set up our initial children’s ministry team and plan</td>
<td>Samuel Y</td>
</tr>
<tr>
<td>Set-up Team</td>
<td>Oversea the team that sets up and take’s down on Sundays</td>
<td>Jon S</td>
</tr>
</tbody>
</table>

### Meeting Frequency

Meet on the second Thursday of the month at the Schulz House.
PART FOUR: CULTURE
Objective: Define your values and set team member expectations

4.1 | Values
4.2 | Our Promise
CULTURE CHECKLIST

- Create a list of values

4.1 - List out core beliefs (We Believe statements)

- Church: Create a membership covenant

4.2 - Clarify your organization’s promise using LINC’s Our Promise worksheet
4.1 CULTURE | VALUES
Objective: Define your values and set team expectations

Whoever walks in integrity walks securely.
Proverbs 10:9

VALUES | Non-negotiable guiding principles.
Values are the foundation of any organization’s culture. They are a list of the things that are important to you. Values are written on the heart of people and organizations. They are what move you to action. They drive every decision, create unity and provide accountability. We want to make sure that your values are not just idealistic but realistic to who you are. If not, unspoken values will create conflict in the organization.

**Use the values worksheet on the next page to capture your unique values.**

**WELL CAPTURED VALUES WILL:**
- Align people
- Inspire action
- Attract similar minded people
- Filter out people who don’t align
- Highlight your uniqueness
- Give direction to hard decisions

Values
Beliefs
Brand
Traditions
= CULTURE

**WHEN CREATING VALUES MAKE SURE TO:**
- Include others in the process
- Craft values that are inspiring to “who you want to be” AND realistic to “who you actually are”
- Use clear and easily understood language
- Identify what makes you special

See LINC.org/Resources for examples and more info
1 Brainstorm: Create a long list of potential values.
Process Questions: Who exemplifies your org and what about them makes you say that? When hard decisions need to be made why do you lean the direction you do? What makes you proud to be a part of this ministry?

2 Narrow the list to 5
Process Ideas: Group similar ideas together. In a group have each person identify their top three and mark which ones were most popular.

3 Analyze
1. Are they inspiring to who we want to be AND realistic to who we actually are?
2. Anything missing?

4 Clarify
Wordsmith a finalized list of values.
Tips
• Pick a pattern: One-word, two-word or short phrases.
• Use simple language.
• Keep the list as short (yet complete) as possible.

5 Generate Examples
Identify signature stories that demonstrate each core value in action.

6 Add Descriptors
Add a descriptive sentence to each value.

7 LIST VALUES
Copy this list to the Ministry Blueprint
4.2 CULTURE | OUR PROMISE
Objective: Clearly articulate your organization’s promise

Sovereign Lord, you are God! Your covenant is trustworthy and You have promised these good things to Your servant.
2 Samuel 7:28

OUR PROMISE | The primary thing that we consistently deliver on

Having a promise will keep your organization focused on the most important thing(s) that you do. For instance, a core FedEx promise is to deliver packages on time. They can have terrible customer service but as long as packages arrive on time they will be in business because they are delivering on their core promise. For LINC, our promise is that “No leader walks alone.” What is the promise of your organization?

The simplest formula for framing your promise is: What You Do and and for Whom.

Use the Our Promise worksheet on the following page to capture your unique promise.

CHECKLIST FOR MAKING AN EFFECTIVE PROMISE STATEMENT

☐ Simple. An easy to understand and simple statement
☐ Credible. Realistic to who you are and what you can deliver on
☐ Unique. Specific to who you are and a differentiator between you and others
☐ Memorable. Has a stickiness that makes it memorable.
☐ Inspiring. Moves people to action and moves hearts.

An effective promise combines the catchiness of a tagline and reinforces it with the essence of your mission.

A CLEARLY STATED AND KEPT PROMISE WILL:

- Keep you focused on the main thing
- Help you to measure your ultimate success
- Allow insiders and outsiders to hold you accountable
- Inspire action in your team
- Prioritize what you and your team spend your time on
- Help you know to what to say “yes” and to what to say “no”
- Create energy and innovation around how to accomplish your mission
- Establish loyal followers and partnerships

🔗 See LINC.org/Resources for examples and more info
OUR PROMISE WORKSHEET

1. Process through these questions.

What do we want to be known for?

What is the one thing that, if we succeed at everything else but it, we still fail at our mission?

Who is depending on us and for what?

2. Fill in the blanks of the following sentence.

WE ARE A(N) ____________________________ ORGANIZATION TYPE

THAT____________________________________ ACTION

FOR____________________________________ WHO

AND THE ONE THING YOU CAN ALWAYS COUNT ON FROM US IS THAT:

____________________________________________________________________

____________________________________________________________________

3. Capture your promise on the Ministry Blueprint
PART FIVE: STRATEGY

Objective: Develop your purpose statement and ministry framework

5.1 | Purpose Statement
5.2 | Community Profile
5.3 | Ministry Framework
5.4 | Long-Range Planning
5.5 | Communications Plan
5.6 | Fundraising Plan
STRATEGY CHECKLIST

5.1 Use LINC’s Purpose Statement Worksheet to create your purpose statement

5.2 Create a profile of your community and the people in it (Community Profile Worksheet)
   - If focused on a specific geography then conduct a demographic study
   - Identify potential partners in the community (churches, schools, local leaders, other)
   - Look for aligned networks to associate with

5.3 Identify/Build out a ministry framework to work within

5.4 Set the long-range goal and short-range initiatives to get there (1-4-1-4 worksheet)
   - Map out your communications plan (Communications Plan Worksheet)
   - Develop a social media plan (Social Media Planning Worksheet)
   - Capture your signature story

5.5 Develop a logo
   - Secure your ministry’s URL and create a website
   - Create printed pieces (eg. brochures, business cards)

5.6 Set a fundraising goal
   - Determine specific “asks” to make and how much is needed
   - Make a list of people/churches/foundations/grants to engage
   - Contact potential donors with specific asks
   - Thank donors
   - Show donors the impact of their gifts
5.1 STRATEGY | PURPOSE STATEMENT
Objective: Develop a purpose statement

Go into all the world and preach the Gospel to all creation.
Mark 16:15

PURPOSE STATEMENT | A clear statement of why you exist

Here are two great models to consider in creating your purpose statement.

### 1. CAUSE ACTION IMPACT (often fit bests with non-profits)

<table>
<thead>
<tr>
<th></th>
<th>DEFINITION</th>
<th>KEY QUESTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAUSE</strong></td>
<td>The people or place that we exist to serve</td>
<td>What problem/barrier are they experiencing that we are uniquely suited to help with?</td>
</tr>
<tr>
<td><strong>ACTION</strong></td>
<td>Actions we are doing with/for them</td>
<td>What specifically are we doing to help them overcome the identified problem?</td>
</tr>
<tr>
<td><strong>IMPACT</strong></td>
<td>The tangible results of our work</td>
<td>What does it look like when we have successfully accomplished the goal and helped solve the problem?</td>
</tr>
</tbody>
</table>

### 2. A TO B (often fits best with churches)

<table>
<thead>
<tr>
<th>A STATE</th>
<th>B STATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyday people</td>
<td>Christ in Everyday</td>
</tr>
<tr>
<td>Disconnected</td>
<td>Vital Relationship</td>
</tr>
<tr>
<td>Self-reliant</td>
<td>Christ-centered Lifestyle</td>
</tr>
<tr>
<td>Farm from God</td>
<td>Fully devoted follower</td>
</tr>
<tr>
<td>Ever-expanding community</td>
<td>Ever-increasing passion</td>
</tr>
<tr>
<td>Unsaved</td>
<td>Relationship of full devotion</td>
</tr>
</tbody>
</table>

“State A” represents the people or the context to which the church is sent. “State B” represents what we are becoming as followers of Christ. The advantage of this framework is that it can communicate movement, incarnation, process and completion with an efficient use of words.

Depending on your type of ministry, use one of the worksheets on the following pages to develop your unique purpose statement.

See LINC.org/Resources for examples and more info
**PURPOSE STATEMENT WORKSHEET 1**  
**Cause Action Impact Model**

1. Capture some stories. On notecards answer the question:  
   What does it *(would it)* look like when we are doing our best work?

2. Mark up the cards:  
   - **CIRCLE** places/people  
   - **SQUARE** your org taking action  
   - **UNDERLINE** positive results

3. In the boxes below capture and categorize information from the cards:  
   Write out the marked words/phrases and group into categories. Then give categories a heading.

<table>
<thead>
<tr>
<th>OUR CAUSE</th>
<th>Who we exist to serve.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<td></td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OUR ACTION</th>
<th>What we are doing.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OUR IMPACT</th>
<th>The ultimate result of our work.</th>
</tr>
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<tbody>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Fill in this ad lib with category headings from the boxes above until you find a combination you like.

   **_______** is a(n) **_______** that **_______**  
   for **_______** by **_______**.  

<table>
<thead>
<tr>
<th>org name</th>
<th>type of org</th>
<th>impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. **REFINE**  
   Copy this to the Ministry Blueprint
PURPOSE STATEMENT WORKSHEET 2
A to B Model

State A represents what individuals are like before. State B represents what we are becoming. Applying the A/B concept speaks to condition apart from Christ (A) and growing in Christ at the church (B). The significance of this model is that it captures movement, incarnation, process, and completion with an efficient use of words.

If this were a Little League state A would be where little Tommy is at when he first joins the team. State B would be a description of where we hope he will be after being on the team for 4 years.

1. **A→B BRAINSTORM**

   Brainstorm a list of for the A and B boxes. Think about where people are at now (A) and who we desire them to become (B). See the list of sample purpose statements to help.

<table>
<thead>
<tr>
<th>State A</th>
<th>State B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. **CRAFT A DRAFT PURPOSE STATEMENT**

   Using the thoughts from above create a first draft of your statement.

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

3. **REFINE**

   Copy this to the Ministry Blueprint
5.2 STRATEGY | COMMUNITY PROFILE
Objective: Build a profile of your community

And work for the peace and prosperity of the city where I sent you into exile. Pray to the Lord for it, for its welfare will determine your welfare.

Jeremiah 29:7

COMMUNITY PROFILE | A big-picture view of your target community

Every ministry should be contextualized. That means that your ministry should understand the culture around it and be able to speak the “good news” in a way that they will best receive it. In order to do that you need to understand the unique history, problems and desires of your community. A community profile will help do just that.

Use the worksheet on the following page as a guide to creating a unique profile of the community you are called to engage.

A COMMUNITY PROFILE WILL:

• Make your messaging focused and effective
• Show you where to focus your outreach efforts
• Help you be a part of the community, not just in it
• Prioritize which ministry programs to start with
• Identify partners in the community to collaborate with
• Help people see their roles as missionaries in the community
• Focus your prayer efforts for the community

ALL MINISTRY IS CONTEXTUAL
SO YOU SHOULD KNOW YOUR CONTEXT

See LINC.org/Resources for examples and more info
# COMMUNITY PROFILE

## Geographic Profile
- Where will your ministry reach?
- What groups exist in this radius that could be potential partners?

## Demographic Profile
- Age breakdown:
- Marital status:
- Occupations:
- Other:

## Behavioral Profile
- What do people do for fun?
- Where do people gather?
- Where do people shop?
- What events and celebrations are unique to this community?
- Who are the decision makers?

## Psychographical Profile
- What do people value?
- What problems do they share?
- What are their felt needs?
- How does the community view itself?
- What kind of culture is it? *fear/power* - *honor/shame* - *guilt/innocence*

## Spiritual Profile
- How do people feel about Christianity?
- What does it cost someone to become a Christian?
- What are their idols?
- What redemptive analogy is best for this community?

THREE **DEFINING CHARACTERISTICS** OF PEOPLE IN THIS COMMUNITY ARE:

________________________________    ________________________________    ________________________________
5.3 STRATEGY | MINISTRY FRAMEWORK
Objective: Create a unique ministry framework

Teach these new disciples to obey all of the commands I am giving you.
Matthew 28:20

MINISTRY FRAMEWORK | A clear statement of how we accomplish our purpose

The ministry framework is the “how” of your ministry. In a church it is often expressed as discipleship path. In a non-profit it could be the core process or pillars of operation for the organizations work. Not having a plan is not a plan.

Consider one of the following three models for your ministry framework and then use the worksheet on the following page to develop your unique ministry framework.

<table>
<thead>
<tr>
<th>FRAMEWORK OPTIONS</th>
<th>HOW IT WORKS</th>
<th>STRENGTHS</th>
<th>VISUAL VARIATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THE FLYWHEEL</td>
<td>The flywheel is a concept developed in the book Good to Great. The process resembles relentlessly pushing a flywheel turn upon turn while building momentum. Delivering on each component naturally leads you to deliver on the next. The purpose is always at the center and the steps are clear.</td>
<td>• Works well for discipleship or church planting movements. • It has a multiplying effect as it builds momentum. • Each component naturally leads to the next. • Creates a consistent plan while also delivering new results.</td>
<td>![Flywheel Diagram]</td>
</tr>
<tr>
<td>2. STRATEGIC PILLARS</td>
<td>Pillars provide strength and support for something. Remove a pillar and the vision is at risk of collapsing. Each pillar does not have to be directly related to another but they serve the same function of supporting the overall mission. In a church these might be areas of ministry or focus.</td>
<td>• Works well for program based ministries. • Each pillar can stand on its own independent of the others. • Helps to share with outsiders “what you do” in simple terms.</td>
<td>![Pillars Diagram]</td>
</tr>
<tr>
<td>3. LINEAR PROCESS</td>
<td>The linear process creates a sense of direction. It lays out clear entry points and simple next steps. It should be easy to measure successful implementation by how many participants are active in each component.</td>
<td>• Works well in helping move people forward in growth. • Creates a clear roadmap for people to follow. • Keeps programs aligned to the bigger vision. • Creates a sense of movement and momentum.</td>
<td>![Linear Process Diagram]</td>
</tr>
</tbody>
</table>

A STRONG MINISTRY FRAMEWORK WILL:

• Clarify “the how” of your God-given dream
• Direct people on where to invest their time and energy
• Provide a map for discipleship and spiritual growth
• Cultivate a culture of challenge and not apathy

See LINC.org/Resources for examples and more info
MINISTRY FRAMEWORK WORKSHEET

1. Pick a framework to work with.  2. Customize the framework with your strategy.

1. THE FLYWHEEL

Component 1
The first and most important thing that we need to deliver on.

Component 2
If we do 1 well we almost can’t help but do this next.

Component 3
This next level component is the natural output of 1 and 2. Delivering here should lead back to 1 with increased momentum.

2. STRATEGIC PILLARS

Built on our values and supporting our purpose these are the foundational focus areas of our work.

1.
2.
3.
4.

3. LINEAR PROCESS

We do these things in this order to accomplish our purpose.

3. Copy your finished Ministry Framework to the Ministry Blueprint
5.4 STRATEGY | LONG-RANGE PLAN
Objective: Lay out a long-range plan using the 1-4-1-4 framework

“I glorified you on earth, having accomplished the work that you gave me to do.”
Jesus Christ recorded in John 17:4

LONG-RANGE PLAN | A 5- to 10-year plan with specific objectives and initiatives to follow

Having a good long-range plan will unite your team and make everything you do more efficient. Record your long-range plan on the second page of the ministry blueprint.

<table>
<thead>
<tr>
<th>1-4-1-4 Planning Framework</th>
<th>Section</th>
<th>Time Frame</th>
<th>Long/Short Range</th>
<th>Max # of ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beyond-the-Horizon Vision</td>
<td>5–20 years</td>
<td>Long-Range Visionary</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Background Objectives</td>
<td>3 years</td>
<td>Long-Range Strategic</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Midground Milestone</td>
<td>1 year</td>
<td>Short-Range Visionary</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Foreground Initiatives</td>
<td>90 days</td>
<td>Short-Range Strategic</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

**Beyond-the-Horizon Vision (5–20 years)**
A detailed description of our long-range goal. It should focus on a singular idea and can be stated as a sentence and/or a vivid narrative. It is aspirational and will have a compelling character that feels almost unbelievable to the listener.

**Background Objectives (3 years)**
These are the key objectives that support our long-range goal. Each emphasis can be stated in one or two sentences. The background objectives are not designed to inspire, but to clarify. They lay out a clear roadmap toward reaching the greater goal.

**Midground Milestone (1 year)**
A detailed description of our short-range goal. It should focus on a singular idea. It should include both an inspiring picture and a measurable number. A clearly stated mid ground milestone will focus the attention, prayers and resources of your team in a dramatic way.

**Foreground Initiatives (90 days)**
These are the most important things to focus on right now. Think of these as the four most important next steps in order to complete the single, midground milestone and assign a point leader to each.

Use the worksheet on the following page to develop your long-range plan.

See LINC.org/Resources for examples and more info
LONG-RANGE PLANNING WORKSHEET

1. USE THESE QUESTIONS TO DRAFT YOUR LONG-RANGE GOAL
   • What does God ultimately want to do through us?
   • What will it specifically look like when we are successful 5-20 years from now?
   • What compelling future possibility is the reason we work hard today?

2. LIST OUT OBJECTIVES YOU’LL NEED TO ACHIEVE IN ORDER TO ACCOMPLISH THE LONG-RANGE GOAL
   Then narrow the list to no more than 4.

3. USE THESE QUESTIONS TO DRAFT YOUR SHORT-RANGE MILESTONE
   • What can we realistically accomplish in one year as we move toward our long-range goal?
   • What do we want to be known for one year from now?
   • What one year accomplishment would bring the most glory to God?

4. LIST OUT INITIATIVES THAT NEED TO BE STARTED IMMEDIATELY AND WORKED ON OVER THE NEXT 90 DAYS
   Narrow the list to 4.

5. CAPTURE YOUR WORK ON THE MINISTRY BLUEPRINT
Objective: Write a communications plan

We don’t go around preaching about ourselves. We preach that Jesus Christ is Lord, and we ourselves are your servants for Jesus’ sake.
2 Corinthians 4:5

COMMUNICATIONS PLAN | An overall plan for what to communicate and to whom

A good communications plan will elevate your unique message above the noise.

A communications plan has four main components:
1. A clear message
2. A well-defined audience
3. A strategy for content delivery
4. A system for measuring ROI (return on investment)

Use the worksheets on the following pages to capture your communications plan

BEST PRACTICES FOR GOOD COMMUNICATION:

- Avoid insider language
- Clear is better than clever
- Be user friendly (think of the receiver’s needs first)
- Think about what you want for your listeners, not from them
- Use active voice: “Thousands attended the event” vs “The event was attended by thousands”
- Have personality (make it fun!)
- Stay consistent to your values
- Communicate one major idea at a time

See LINC.org/Resources for examples and more info
### COMMUNICATION PLAN WORKSHEET

<table>
<thead>
<tr>
<th>COMM GOAL (DESIRE OUTCOME)</th>
<th>TARGET AUDIENCE</th>
<th>MESSAGE (ie. Facebook, Web, Email)</th>
<th>START DATE/FREQUENCY</th>
<th>WHO IS RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
### SOCIAL MEDIA PLANNING WORKSHEET

**Target Audience**

(include financial supporters, potential volunteers, future team members, prayers)

**General Rules to Follow**

1. **The 80/20 Ratio**
   - 80% of content should be informative, entertaining or useful.
   - 20% of content should be about you.

2. **Posting Frequency**
   - Post no more than once a day and no less than once a week.

**Make a list of the kinds of posts that would engage your audience in each of the following categories?**

<table>
<thead>
<tr>
<th>USEFUL INFORMATION</th>
<th>ENTERTAINMENT</th>
<th>INSPIRATION</th>
<th>INVITATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images, quotes, stats, links, etc. that are interesting and relate to your mission.</td>
<td>Images, posts, links, memes and stories that are fun and/or witty.</td>
<td>Stories and photos that show the impact and results of your work.</td>
<td>Goal is for actionable follow-up. (i.e., donation, event attendance, volunteer response)</td>
</tr>
</tbody>
</table>

**Weekly Plan**

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SAT/SUN</th>
</tr>
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</table>
5.6 STRATEGY | FUNDRAISING PLAN
Objective: Design a fundraising plan

You must each decide in your heart how much to give. And don’t give reluctantly or in response to pressure. “For God loves a person who gives cheerfully”
1 Corinthians 9:7

FUNDRAISING PLAN | An organized plan for your fundraising efforts

Raising funds for ministry is not about dollars, it is about hearts. And it starts with your heart. Many people struggle to raise funds because they feel like they are asking for themselves. However, “the ask” should never be about you, it is about accomplishing a holy and God- given purpose. One that not only you, but your donors are called to as well.

A good fundraising plan will keep you from thinking too little or too much about the funding side. Make the plan, follow the plan and leave the results up to God!

When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.
Simon Simenk

Use the worksheets on the following pages to craft your unique fundraising plan.

BEST PRACTICES FOR FUNDRAISING:

• Fundraising is built on relationships (keep people first)
• Customizing your message to a donor shows you care
• When meeting with a donor, listen at least as much as you talk, if not more
• Donors need to see the big-picture vision, not just the short-term needs
• It is important to ask
• Take a “no” with grace (Everyone should be a giver, but not everyone is called to give to your organization or ministry)
• Express your gratitude early and often
• Regular reporting builds trust
• Make a plan and stick with it

See LINC.org/Resources for examples and more info
### KEY DONOR WORKSHEET

<table>
<thead>
<tr>
<th>DONOR NAME</th>
<th>RELATIONSHIP TO ORG</th>
<th>WHY THEY GIVE</th>
<th>WHAT THEY CARE ABOUT</th>
<th>LAST CONNECT DATE/PURPOSE</th>
<th>CUSTOMIZED PLAN TO ENGAGE THIS DONOR</th>
<th>OTHER</th>
</tr>
</thead>
<tbody>
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</tbody>
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48
# NEW DONOR CULTIVATION WORKSHEET

<table>
<thead>
<tr>
<th>Name/Org</th>
<th>Plan to Connect</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>
PART SIX: SYSTEMS

Objective: Lay out your core processes and organizational structure
SYSTEMS CHECKLIST

- Use LINC’s Basic Budget Worksheet to create a budget
- Open a bank account
- Identify software to track donations
- Determine separation of duties (who is a signer, who makes deposits)
- Develop a human resources plan (payroll systems, annual review schedule, policy handbook)
- For church I Determine your assimilation plan (How do people join?)
- Legally set up the organization (see LINC’s How to Incorporate a Non-profit document for direction, pg 52)
- Determine your leadership structure/polity (who makes what decisions and who reports to whom)
- Determine equipment needs
- Determine where to have an office
- Obtain liability insurance
- Identify a people management system or CRM (customer relations management) software to use
**6.1 SYSTEMS**
Objective: Lay out core processes and organizational structure

*Be sure that everything is done properly and in good order.*
1 Corinthians 14:40

Operational systems are the skeletal structure of an organization. Without them the organization would not be able to hold itself up. Integrated well they will help you to efficiently live out your mission. They should never themselves become the focus. They exist in the background and serve the values and mission of the organization.

*Use the worksheets on the following pages to think through some of your systems.*

---

**Good order is the foundation of all things.**
*Edmund Burke*

---

**SYSTEMS EVERY ORGANIZATION SHOULD HAVE IN PLACE:**

- A leadership structure with built-in checks and balances
- A human resources plan
- A realistic budget with a system of accountability
- Stakeholder meetings and regular communication throughout the year
- Governing policies and procedures
- Oversight of resources, facilities, financials, and liabilities
- People management

*See LINC.org/Resources for examples and more info*
# BASIC BUDGET WORKSHEET

## Personnel
- Salaries ____________________
- Benefits ____________________
- Personal Growth (total)             ____________________
  - Conferences ____________________
  - Education ____________________
  - Coaching ____________________
  - Books ____________________
  - Travel & Entertainment ____________________

## Operations
- Communications (total) ____________________
  - Web ____________________
  - Phone ____________________
  - Video ____________________
  - Mailers ____________________
  - Printed Materials ____________________
  - Events ____________________
  - Advertising ____________________
- Equipment (Needs Vary by Ministry) ____________________
  - Computer ____________________
  - Office Supplies ____________________
  - Furniture ____________________
  - Tools ____________________
  - Software Subscriptions ____________________
  - Other ____________________
- Program Costs (Meeting Needs) ____________________
  - Scholarships / Assistance ____________________
  - Materials & Supplies ____________________
- Program Costs (Operations) ____________________
  - Organizational costs ____________________
  - Materials & Supplies ____________________
  - Miscellaneous ____________________
- Missions and Outreach ____________________

## Property
- Rent / Mortgage ____________________
- Utilities ____________________
- Related Insurance ____________________

## TOTAL ____________________
HOW TO INCORPORATE A NON-PROFIT

1. **Recruit a Board of Directors**
   - See your state’s guidelines for specific guidance they may have regarding boards. The secretary of state site is often the best place to get this information.
   - Typically, most nonprofit corporations have the following officers: president, vice-president, secretary, and treasurer.

2. **Draft Articles of Incorporation**
   - A local lawyer can provide a basic version that complies with your state’s particular guidelines. This can then be modified to reflect your organization’s needs.
   - This will include a statement of the organization’s purpose. This should be drafted broadly so that it encompasses all current, future and potential activities of the corporation.

3. **File Articles of Incorporation with your state**

4. **Draft Bylaws**
   - Bylaws are the body of internal rules and procedures adopted by the nonprofit’s board of directors, and if applicable, its members.
   - Most, if not all, states do not require them to be filed but may have guidelines for them that you should follow.
   - Bylaws should include a conflict of interest policy procedure for elections
   - Make sure the bylaws are consistent with and do not overlap the articles of incorporation
   - Bylaws should be kept basic—more specific elements of your nonprofit can be implemented as future policy decisions approved by the board.

5. **Hold an initial meeting of the board of directors**
   - Points of Discussion During Initial Meeting of Board:
     - Adoption of bylaws;
     - Ratification of the actions of the incorporator
     - Elections of officers;
     - Authorization of an officer to open bank accounts
     - Authorization of the necessary state and federal filings

6. **Complete necessary federal filings**
   - File IRS Form SS-4 to obtain an employer identification number (“EIN”). This can be mailed or done online (results are almost immediate)
   - File for 501(c)(3) status

7. **Apply for tax exemption with the state**
PART SEVEN: THE WIN

Objective: Establish your unique measures of success
THE WIN CHECKLIST

- Use LINC’s Ministry Measures Worksheet to determine your unique ministry measures
- Create a dashboard to track measures over time
- Determine in what way measures will be celebrated publicly
- Set a specific time to review the measures and make adjustments as needed
7.1 THE WIN
Objective: Establish your unique measures of success

*I passed on to you what was most important and what had also been passed on to me. Christ died for our sins, just as the Scriptures said.*

1 Corinthians 15:3

MINISTRY MEASURES | A clear assessment system to define success

If ministry measures are not clearly defined the success of your ministry, by default, will be judged by the number of people who participate, the size of the budget and/or the impressiveness of the show. These things may be symptoms of success, however focusing on them will almost certainly move you away from true ministry success.

A set of attributes in an individual’s life that define or reflect the accomplishment of the mission.

Will Mancini

Use the worksheet on the following page to determine your unique ministry measures.

<table>
<thead>
<tr>
<th>OUTCOMES TO CONSIDER MEASURING:</th>
<th>METRIC MODELS:</th>
</tr>
</thead>
</table>
| • Individual spiritual growth | • Powerful Questions  
  e.g. Community: Who are your 2am friends? |
| • Actively discipling another person | • Percentage Who  
  e.g. Study and Pray Each Day: Percentage of attendees who read the Bible during the week |
| • Demonstrated love for God | • Model Action  
  e.g. Keep your passport current: We are intentional about serving the spiritual and social needs in under-resourced parts of the world |
| • Joyfully generous | • Measurable Action  
  e.g. Small Group: Connects relationally in a small group setting |
| • Volunteering in the community | |
| • Forming honest relationships | |
| • Regularly sharing faith with others | |
| • Leads a God-first life | |
| • Mending broken relationships | |
| • Walking a God-honoring path | |

🔗 See LINC.org/Resources for examples and more info
MINISTRY MEASURES WORKSHEET

1. IDENTIFY DESIRED OUTCOMES

2. LIST KEY INDICATORS
   (these measurable things will happen if we achieve our desired outcome.)

3. Consolidate and wordsmith the Key Indicators list to determine your ministry measures.

LIST MEASURES

Copy this list to the Ministry Blueprint
HOW TO START A MINISTRY
MASTER CHECKLIST
YOUR DREAM: Share the Story of Your God-given Dream

☐ Use LINC’s Dream and Story worksheets to:
  - Clarify what your God-given dream is
  - Develop simple and compelling language to communicate your dream
  - Capture the story of what moved you (the founder) to this cause
☐ Refine your language by sharing with others and building off their feedback

PRAYER: Develop a Clear Prayer Plan

☐ Use LINC’s Prayer Plan worksheet to:
  - Identify prayer point leader(s)
  - Determine ongoing communication plan and focus for the prayer team. *eg. For the next 365 days we will pray every day about the new church and (name)____________ will send text reminders to the group.*
  - Determine the rhythm for ongoing prayer meetings
☐ Recruit people to be on the prayer team
☐ Schedule an initial prayer meeting

TEAM: Form the Launch/Leadership Team

☐ Use LINC’s Team Plan worksheet to:
  - List out specific launch team roles to be filled
  - List out commitments being asked of the launch team
  - Make a list of people to ask to be on the launch team
  - Determine the rhythm and schedule for ongoing meetings
☐ Ask people to join the launch team
☐ Schedule initial launch team meeting
☐ Invite launch team members to begin giving to the church

CULTURE: Determine Values and Set Team Member Expectations

☐ Use LINC’s Value Planning worksheet to create your unique list of values
☐ Create core taglines
☐ List out core beliefs (We Believe statements)
☐ For churches - create a membership covenant
☐ Use LINC’s Our Promise worksheet to clarify your organization’s promise
<table>
<thead>
<tr>
<th>STRATEGY: Develop the Ministry Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PURPOSE STATEMENT</strong></td>
</tr>
<tr>
<td>- Develop a purpose statement: who we are and why we exist</td>
</tr>
<tr>
<td>- Generate your unique kingdom concept (overlap of your unique place, people, and passion)</td>
</tr>
<tr>
<td>- Use LINC’s Purpose Statement worksheet to create your own purpose statement</td>
</tr>
<tr>
<td><strong>COMMUNITY PROFILE</strong></td>
</tr>
<tr>
<td>- Use LINC’s Community Profile worksheet to:</td>
</tr>
<tr>
<td>- Create a profile of your community and the people in it</td>
</tr>
<tr>
<td>- List out the geographic, demographic, behavioral, psychographical, and spiritual characteristics of the people you are aiming to reach</td>
</tr>
<tr>
<td>- Consolidate your findings to three defining characteristics of the people in this community</td>
</tr>
<tr>
<td>- Identify potential partners in the community (churches, schools, community leaders, others)</td>
</tr>
<tr>
<td>- Look for aligned networks to associate with</td>
</tr>
<tr>
<td>- If focused on a specific geography, then conduct a demographic study</td>
</tr>
<tr>
<td><strong>MINISTRY FRAMEWORK</strong></td>
</tr>
<tr>
<td>- Use LINC’s Ministry Framework worksheet to:</td>
</tr>
<tr>
<td>- Restate the purpose statement as simply as possible</td>
</tr>
<tr>
<td>- Identify a framework to work within</td>
</tr>
<tr>
<td>- Customize your framework with clear steps people can follow</td>
</tr>
<tr>
<td><strong>COMMUNICATION</strong></td>
</tr>
<tr>
<td>- Use LINC’s Communications Plan worksheet to:</td>
</tr>
<tr>
<td>- Establish a regular communication medium (ie. monthly email)</td>
</tr>
<tr>
<td>- Plan mailings and/or social media ad campaigns</td>
</tr>
<tr>
<td>- Create a communications plan to follow</td>
</tr>
<tr>
<td>- Set up social media accounts</td>
</tr>
<tr>
<td>- Use LINC’s Social Media Planning worksheet to:</td>
</tr>
<tr>
<td>- Plan quality content to share on social platforms</td>
</tr>
<tr>
<td>- Determine frequency for sharing on social media (rule of thumb: no more than once a day, no less than once a week)</td>
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<tr>
<td>- Inspire Action: Capture a signature story that exemplifies “why” this matters and motivates people to action</td>
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</table>
### COMMUNICATION (continued)

- Develop a logo
- Secure your ministry’s URL
- Create a website
- Set up email for the leadership team
- Create a list of communications pieces to be created and printed (eg. brochures, business cards, etc.)

- Develop a ministry prospectus (case statement)
  - Your vision and mission (purpose statement)
  - Name, logo, and tagline of the ministry
  - Why start the ministry?
  - Who will be leading this effort?
  - What is the staffing plan?
  - Who will be impacted by this ministry and what are their needs?
  - Where will the ministry be located?
  - What is the initial budget?
  - What equipment is needed that others could donate in-kind or donate money towards?
  - What is the timeline leading up to the public launch?
  - How can someone volunteer and/or join the launch team?
  - How will this ministry be supported?
  - How can someone support this ministry through donations?

### FUNDRAISING

- Develop Fundraising Plan
  - Set a fundraising goal
  - Determine specific “asks” to make and how much is needed
  - Make list of people/church/foundations/grants to engage
  - Contact potential donors with specific asks
  - Thank donors
  - Show donors the impact of their gifts

### OTHER - FOR CHURCHES

- Hospitality Strategy
  - Appearance/Feel strategy
  - Recruit greeters
  - Train greeters
  - Set up cafe/coffee area
### Worship Planning
- Plan first six months of sermons
- Develop Order of Service plan
- What does opening Sunday look like?
- Set up worship team leadership and recruitment
- Schedule pre-services

### Systems: Lay Out Core Processes and Organizational Structure

#### Core Processes

- **Financial Management**
  - Use LINC’s Basic Budget Worksheet to create a budget
  - Open a bank account
  - Identify software to track donations
  - Determine separation of duties (who is a signer, no one counts alone, who makes the deposits)

- **Develop a Human Resources plan**
  - Choose and implement Payroll System
  - Annual review schedule
  - Creates staff policy handbook

- **For churches - Determine your Assimilation Process (how do people join?)**

#### Organizational Structure

- **Legally set up the organization**
  - See LINC’s document on How To Incorporate a Non-Profit
  - File for incorporation with your state
  - Apply for 501(c)(3) status
  - Apply for Sales Tax Exemption with your state

- **Leadership Structure/Polity (Who makes what decisions and who reports to whom?)**
  - Lay out Staffing/Key Volunteer positions needed
  - Create job descriptions

- **Determine equipment needs**
  - Audio/Visual purchase list
  - Computer and software needs and purchase list
  - For churches - Children’s ministry equipment

- **Determine where to have an office**

- **Obtain liability insurance**

- **Identify a People Management system or Customer Relations Managment (CRM) software to use**
WIN: Establish Your Unique Measures of Success

☐ Use LINC's Ministry Measures Worksheet to determine your unique measures
☐ Create a dashboard to track measures over time
☐ Determine in what way these measures will be celebrated publicly
☐ Set a specific time to review the measures and make adjustments as needed

LEARN: Resources for Ongoing Leadership Development

☐ Make a list of books to go through
☐ Go through LINC's Core Competencies for Ministry Leaders’ Training
☐ For churches - Have the lead church planter go through an assessment
☐ For churches - Attend a church planter training bootcamp
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### On Deck Initiatives

The most important things to focus on right now.

### Beyond the Horizon: 5-20 Year

A detailed description of our long-range goal.

### Midground Milestone: 1 Year

A detailed description of our short-range goal.

### Background Objectives: 3 Years

Key objectives that support our long-range goal.

### Long - Range

Our long-range goal and how we plan to achieve it.