

LINC MINISTRY BLUEPRINT

org name: _____

leader: _____

website: _____

PURPOSE STATEMENT

A concise explanation of who we are and why we exist.



AIM

ULTIMATE GOAL

The ultimate (Gospel-centric) goal of our work.

MEASURES

Our measures of success.

- ◇
- ◇
- ◇
- ◇



WHY

COMPELLING REASON

The thing that keeps us up at night and moves us to action.

VALUES

Our guiding principles.

- ◇
- ◇
- ◇
- ◇



WHO

TARGET AUDIENCE

The specific type of person we plan to engage.

COMMUNICATIONS FUNNEL

How we connect with people.

- ◇
- ◇
- ◇
- ◇



WHAT

PROMISE/GUARANTEE

A pledge to those we serve.

VITAL ACTIVITIES

What we do. Our programs, products &/or services.

- ◇
- ◇
- ◇
- ◇



HOW

MINISTRY FRAMEWORK

A clear model for how we accomplish our mission.

KEY SYSTEMS

A list of the systems we need to be effective.

- ◇
- ◇
- ◇
- ◇

