

The Communications Plan

Part 3 – Vision and Values



What you will learn today

- What are vision and mission?
- How to define a vision.
- How to identify values.



The Communications Plan

Vision



Definition

- Vision is what the world would look like if your church didn't need to exist. It is God's perfect future.
- The vision is who you are. If the vision ever changes, the organization has fundamentally changed.
- The church owns the vision, the ministries own the missions. More on this later.



Samples

ARC of Hope

To find loving, stable homes for all 162 million orphan children of the world.

The Church universal

To see every person in a growing relationship with Jesus Christ.



Narrowing the scope

- How does that apply to you locally? You can't do everything.
- Ask your church leaders (elders, staff, ministry leaders), "How would the world be better if we didn't need to exist?"
- How does your vision encompass regional, national, and global partnerships?



What are the consequences?

- If you succeed?
 - Asking this question will help you figure out which vision statement is right for you.
 - Knowing this will help define other parts of the communication plan.
- If you don't succeed?
 - The answers to this question will help you define your mission(s).



How to Define Your Vision

- **Pray**
- **Talk** – What are the passions of your church leaders?
- **Look** - Sift through your marketing/ demographic research. This should be a guide, but not the determining factor.



The Communication Plan

Values



The impact of values

- Helps determine what ministries you will do.
- How you will do those ministries.
- Values should be a natural reflection of what you do; you should not have to train people to use these values.
- Do your values match the values of the people you are trying to serve?
- It is important to know the difference between the values you believe you have and the values the people in your community believe that you have.



Ignore the obvious

- Honesty
- Integrity
- Truthfulness
- Respect
- All of these lead to trust



Possibilities

- Family – family units
- Family – the church family
- Healing
- Education – biblical and secular
- Collaboration
- Efficiency
- Refer back to your survey about your church



How to Identify Your Values

Conduct a church-wide survey. Be sure to clearly define “value”.

...or...

1. Have all elders, staff, and ministry leaders meet.
2. Brainstorm all of the values you believe you have. Take at least 15 minutes.
3. Use sticky notes or some other tool to give everyone 3 votes.



Wrap-up



What did you learn today?

- What are vision and mission?
- How to define a vision?
- How to define values?



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