

The Communications Plan

Part 2 – Vision and Mission

The Communication Plan

4 - Mission

Different From Vision

- Vision should never change.
- Mission should be reviewed every 3 to 5 years for adjustments or new missions.
- The mission of every ministry will look different but should support the church's vision.
- Your mission is what visitors latch onto. Mission tells people what you are about and will play a large part in determining if they will attend your church.
- A mission empowers your church to be missional.

Missions must be SMART

- Specific – The 5 W's
- Measurable – Metric
- Attainable - Resources
- Relevant - Vision
- Time-driven – Deadlines

Now it is time to get mad at Dana.

Not a mission, but a vision

- “To reach the unchurched for Christ and help them grow their relationship so they can reach the unchurched for Christ.”
- This is half-way between a vision and a mission.
- As a mission, it is not SMART

An Example

- Vision – Help foster a world where every person is in a growing relationship with Jesus Christ
- Values – Collaboration, service, community
- Mission – To equip one ministry each year to so that it can witness in word and deed to local people groups in collaboration with existing community networks.

The Real Value of Mission

- Explains to visitors what your church is about = creates a “brand”.
- Reinforces to your congregation why they are there.
 - When your congregation can explain your mission, even if they can't recite it, they become word-of-mouth advertising – the best type of advertising there is.
 - Without a mission statement, they are describing your church as they see it.

How to Create Your Mission

1. Brainstorm a list of actions you can take to accomplish your vision. Remember the consequences.
2. Prioritize the actions in order of importance or achievability.
3. Ensure your mission leverages your values.
4. Make the actions SMART.
5. Assign 1 mission to each ministry, which means some missions will have to wait.

Wrap-up

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- Download the slides at www.EPC.org / CEC / EPC-Communicators