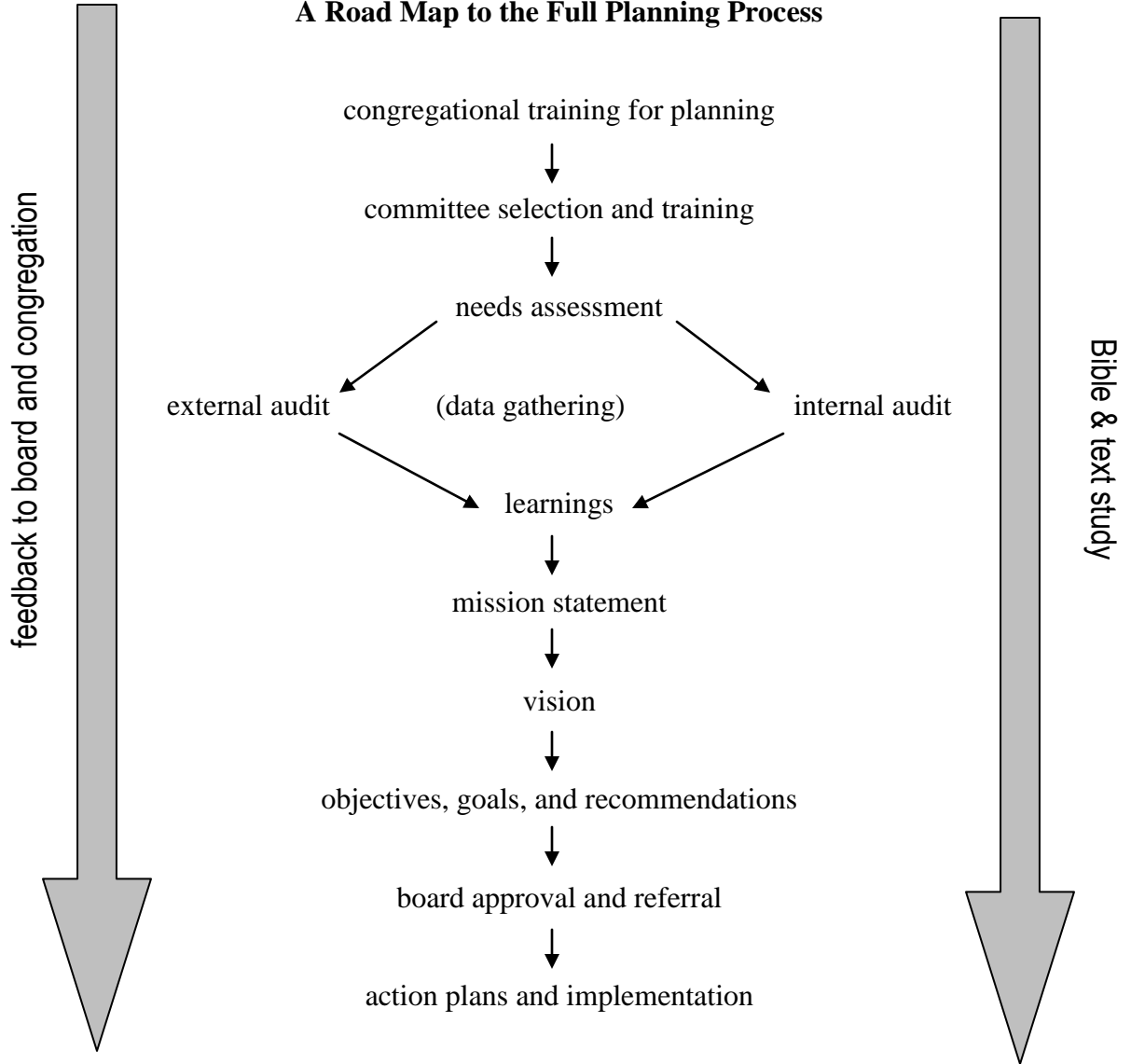
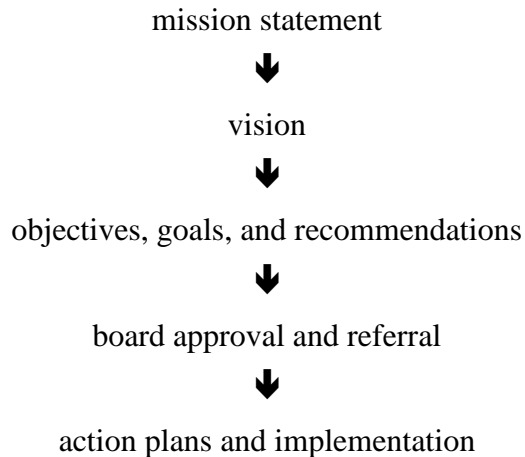


STRATEGIC PLANNING PROCESS

A Road Map to the Full Planning Process



Final Phase of Planning Process



Mission Statement

A mission statement is a statement of identity and purpose. It expresses what we believe in unity with other congregations and what we uniquely believe because of who we are, and when and where we live. It defines our ministry in terms of biblical understanding (what we believe), geographical scope (where we minister), the people we have been called to serve (target audience), and what gifts we bring to our unique ministry. Despite carrying so much information, the mission statement is to be brief, concise, and memorable. Obviously, to create a mission statement, we must use heavily coded words that have deep meaning for the members of the congregation.

Vision Statement

A vision statement is a word picture of what our congregation would look like if we were, in fact, able to fulfill our mission statement. It identifies what would be different if we were faithful. It includes hints of the criteria by which we will measure our ministry by describing what will be different about us in three to five years. Vision statements are descriptive and therefore not as brief and concise as mission statements. They draw a picture of a future that is sufficiently rich in detail to offer some direction and guidance for the trip.

From Gil Rendle and Alice Mann, *Holy Conversations: Strategic Planning as a Spiritual Practice for Congregations*. Herndon, Virginia: Alban Institute, 2003, pp. 36, 83-84.