

**Date:**

**Name:**

### **Define Ministry Initiative / Purpose Statement**

Keep it simple – What's the "Big Idea"? Keep it short – Two or three sentences

### **Rationale / Context**

What area of ministry will it impact?

➤ **Ministry Development**

Which of the 5 Values: Worship, Evangelism, Discipleship, Caregiving, Ministry?

➤ **Continuous Improvement / Redirection**

➤ **Protection or Policy**

Why should we do it? (State **measurable** goals) Why do you think it's important? What is the desired outcome?

### **Body / Product**

Reference the 3 P's (People, Process, and Pennies). How many people will it take to be successful?

How will you execute the plan? How much will it cost?

### **Recap**

This is another opportunity for you to communicate your passion and vision for this ministry initiative/plan.