

MARKETING PLANNING PRO **WITH AI**

FOR FAITH-BASED MINISTRIES

Grow Your Membership, Expand Stewardship,
Strengthen Engagement, and Increase Impact
for God's Glory with Online Planning Tools



MARKETING PLANNING PRO WITH AI FOR FAITH-BASED MINISTRIES

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Use This Planning Guide to Build
a Spirit-Led, Measurable,
Faith-Based Ministry Marketing Plan
Using AI-powered Online Forms

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INTRODUCTION

This Faith-Based Ministry Marketing Planning Guide has been designed to help religious and ministry organizations align their programs and services, communications, and stewardship strategies with their spiritual mission.

Through prayerful reflection and structured planning, your ministry can grow its membership and reach, increase giving, strengthen engagement, and expand its impact for God's glory.

Each section includes guiding questions and examples tailored for faith-driven work.

Use These Instructions and Online Fillable Forms to Build a Spirit-Led, Measurable Ministry Marketing Plan

Can You Explain How Your Ministry Performs?

Throughout my years working with businesses, nonprofits, and ministry organizations, one question arose again and again: "How do we measure how our programs are truly performing?"

Ministry leaders wanted to see tangible impact and not just activity. They wanted lives changed, communities served, and growth in faith and engagement. They wanted to know: "What fruit is this ministry bearing? How are we advancing God's work through these efforts?"

Those questions taught me something vital: ministry programs must be more than good intentions and inspired ideas. They must bear measurable, Kingdom-building results. That's why my teams and I always began with prayerful reflection, clearly defined goals, and measurable outcomes before launching any new initiative.

Tracking results, both spiritual and practical, became our compass. It revealed what was fruitful, what needed refining, and where God was opening new doors. Over time, this discipline transformed how we planned, executed, and evaluated every ministry effort.

The word "marketing" is sometimes viewed negatively within religious contexts because it can evoke a sense of commercialism or a focus on numbers over spiritual focus. But, without a structured **ministry marketing plan** grounded in prayer, analysis, and measurable goals, efforts can easily lose focus. A strong plan helps ministries:

- Allocate their time, gifts, and resources wisely
- Expand programs and reach out to those they serve inside and outside of the church
- Strengthen giving and volunteer participation
- Deepen relationships within their faith community and outside of the church walls

That's why I created this **Faith-Based Ministry Marketing Planning Guide**. It's a step-by-step framework filled with practical examples, clear instructions, and AI-powered tools. It's designed to help you build a Spirit-led, strategic plan that connects your ministry's mission to measurable outcomes, and equips you to share your story with joy, clarity, confidence, and purpose.

Step 1 | Getting Started

Begin your planning journey by prayerfully reviewing this planning guide and the [accompanying online fillable forms](#). Each section will help you define your calling, assess your ministry's strengths, identify your community of faith base, set measurable objectives, and develop actionable tactics.

Don't worry about being perfect. What matters most is clarity, prayerful intention, and commitment to follow-through.

Think of this as both a workbook and a playbook. As you and your team complete each part, you're not just writing a plan, you're building focused, Spirit-guided strategies to help your ministry reach more people, inspire faithful giving, and make a greater impact for God's Kingdom.

Use it often. Revisit it regularly. Let it grow with your ministry as you see what's working and where the Spirit is leading.

Additional strategic planning resources are available at: www.MarketingPlanningPro.com.

Step 2 | Select A Planning Team

Gather a small, prayer-centered planning team that will be tasked with developing this ministry marketing plan. Team members can represent various leadership areas of your faith ministry including:

- Ministry leaders or pastors
- Selected lay ministers
- Head or key members of the church council or governing body
- Outreach leader
- Communications coordinator
- Stewardship or giving director
- Program or missions manager
- Volunteer or service coordinator

It's important for team members to understand that their contributions to the planning are anonymous.

Appoint a Facilitator

Next, appoint a planning facilitator to spearhead the planning, lead team meetings, encourage participation by team members, and completion of assignments. The facilitator should be trained in planning meeting facilitation and may come from inside or outside of the faith community.

Step 3 | Complete the Faith Community Survey

Prior to planning, have the planning team members, all faith community members above the age of 16 years, staff, and non-members with connections to the church complete an anonymous survey.

****See Survey Tool in the ADDENDUM starting on page 43****

Feel free to edit or add questions to the survey to fit the unique needs of your faith ministry.

Survey analysis and interpretation, ideally, should be conducted by someone not affiliated with the faith community to maintain objectivity. Make use of digital apps, such as Survey Monkey to facilitate the distribution and gathering of surveys and survey analysis. AI can also be useful in helping to determine meaning and insights from the survey analysis.

Step 4 | Complete Your Demographic Profile

Your faith-based ministry needs to have deep insights about people and family patterns within the area you serve in order to understand where your community's growth is headed. If you don't have this information, **see the ADDENDUM starting on page 107** for available sources to compile the most recent demographic statistics and then **complete your demographic profile on page 109**.

Step 5 | Planning Meeting Preparation

Once your team is selected:

- Distribute planning materials:
 - Planning guide
 - Results and analysis of the surveys
 - Demographic profile
- Allow members time to reflect and pray over their contributions.
- Schedule the planning session: Set a time for focused, uninterrupted sessions, ideally ones that begin and end with prayer for wisdom and unity.

Step 6 | Facilitate Effective Planning Sessions

The appointed facilitator should lead spirit-filled, productive planning sessions:

- Use whiteboards, notepads, or shared screens to visualize ideas.
- Ask guided questions for each section and encourage open dialogue.
- Keep the atmosphere uplifting and collaborative. Include breaks for reflection, prayer, and fellowship.
- Appoint an individual to record key ideas and insights faithfully.

Step 7 | Write the Final Ministry Marketing Plan

Using the team's insights and the Holy Spirit's guidance, complete your plan using the Faith-Based Marketing and Ministry Planning online fillable forms.

Optionally, you can have team members write the plan. Assign sections according to strengths of individual team members. For example, let the communications specialists handle Faith Member and Community Awareness and finance members focus on Stewardship and Giving.

Resist the temptation to jump straight to tactics without first analyzing and discovering the underlying strategic issues holding you back.

Section I Questions: Organization, Branding, Definitions of Your Faith Member Community and Those You Serve

Section II Questions: SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Section III Questions: Ministry Objectives, Strategies, and Tactics

Section IV Questions: Ministry Marketing Budget Summary

Section V Questions: Executive Summary

Section VI: Appendix and Resources

Lean on AI to Strengthen Your Ministry Marketing Planning

AI tools such as our [Marketing Planning Pro AI Assist](#), [ChatGPT](#), [Copilot](#), [Gemini](#), and [Claude](#) can be powerful partners in the planning process. They can help you translate your objectives and strategies into practical, faith-centered tactics, from stewardship campaigns and messaging to social media, content creation, and faith community engagement. AI is not a replacement for discernment. It's a tool that can free up your time so you can focus more deeply on people, purpose, and prayer.

How AI Can Support Your Ministry Marketing Planning

Step	AI Contribution
Surveys and questionnaires	Suggest questions, wording, perform deep analysis, recommend implications
Demographic Profiles	Recommend resources, compile the data, and help provide analysis, insights, and implications
Objectives	Help clarify measurable goals rooted in your ministry mission
Strategies	Ensure that tactics match your community of faith, message, and outreach vision
Tactics	Generate ideas for programs, stewardship, outreach, events, and content
Content	Draft social posts, email messages, website copy, and visuals that fit your ministry's tone and tailor communications for specific purposes and outreach segments
Optimize performance	Analyze engagement data to recommend improvements and track impact
Executive overview	Summarize the ministry marketing plan to provide a high level overview

■ ONLINE FORMS INSTRUCTIONS AND QUESTIONS

****Use the Online Fillable Forms for answering each of these questions****

Section I Questions | Organization, Branding, Definitions of Your Faith Member Community and Those You Serve

Question 1 | Organization Description and Branding

Provide an overview of your faith-based ministry, including its legal name, founding year, leadership, and core mission focus.

Describe your brand identity and what values define your ministry, how you wish to be perceived, and the tone or imagery that represents your mission.

- What does your brand identity stand for?
- What is your “value proposition” (unique benefits and differentiators you offer) to your community of faith, members, and potential members?
- What visual elements (logo, colors, style) represent the brand?
- What tone of voice do you use in communication?

Question 2 | Faith-Based Ministry History

Summarize key milestones: founding story, growth of programs, and community impact over time.

Question 3 | Core Values and Culture

List 3–6 guiding principles that shape your ministry's behavior and decision-making. Explain how these values influence staff, ministry team members or volunteers, and your faith community. Describe how they support your mission.

Question 4 | Mission Statement

Write a mission statement that reflects on your ministry's calling and purpose.

How does your mission reflect God's work through your organization?

Examples

Saddleback Church Mission Statement

We exist to urgently lead people to say yes to Jesus and his purposes for their lives. The Mission Team promotes this by creating opportunities for people to make a difference and impact the world by sharing about Christ, serving others in need and shepherding volunteers.

St. Martin's Episcopal Church, Houston, Texas Mission Statement

To bring, by the power of the Holy Spirit, as many people as possible to know, love, and serve God as revealed through Jesus Christ; and to be transformed into spiritually renewed disciples of Jesus who know, love, and serve one another and the world.

United Methodist Church, Leawood, Kansas Mission Statement

Embracing all of God's children from generation to generation by welcoming all who seek the Gospel. We will nurture all believers in their journey with Christ and be a congregation Serving a World in Need.

World Vision Mission Statement

World Vision is an international partnership of Christians whose mission is to follow our Lord and Savior Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice, and bear witness to the good news of the Kingdom of God.

Question 5 | Vision Statement

Write a statement that is the vision your church has for serving your congregation and the community?

It should describe what your ministry aspires to become or achieve in the long term. It should inspire your staff, faith community, and those you serve outside of the church.

Examples

Saddleback Church Vision Statement

We want to be a place of family, community, and hope. We welcome the community with open arms. We want to train an army of people who are passionate about living out God's purpose for their lives. To then give that army an outlet for sharing the love of Christ through outreach and missions.

United Methodist Church, Leawood, Kansas Vision Statement

To be a community of people experiencing God's love and grace through Jesus Christ and seeking to make the message of God's transforming love real for us and others.

World Vision

Our vision for every child, life in all its fullness. Our prayer for every heart, the will to make it so.

**Vision Statement inspired by and based on John 10:10: "I have come that you might have life, life in all its fullness."*

Question 6 | Community Position

Explain how your ministry is positioned within your mission area. Highlight your distinct approach, trusted reputation, or innovative service model.

Question 7 | Faith Community Segments

Define your primary groups within the faith community: congregation members, ministry team members, paid staff, volunteers, and church council members and lay leadership. Describe their motivations and engagement behaviors that drive their involvement.

Question 8 | Those Served Outside of the Faith Community

Identify those you serve or minister to outside of the faith community. Describe their challenges, and how your ministries address their needs.

Question 9 | Geographic Reach

Describe your current and planned service areas: local, regional, national, or international and delivery channels to those you serve or minister to (in-person, virtual, hybrid).

Question 10 | Demographic Analysis

If you have completed your Demographic Analysis Worksheet in the ADDENDUM, recap your top demographic insights for your service area here.

Question 11 | Ministries Similar to Yours

Describe

- Their strengths and weaknesses
- How they are positioned in their community
- What makes your ministry different or more effective in reaching their faith community
- What makes your ministry different or more effective in reaching those you serve or minister to outside of the church

Section II Questions | SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

A SWOT analysis identifies your ministry's Strengths, Weaknesses, Opportunities, and Threats. It helps align your strategies with internal capabilities and external conditions.

Instructions for Strengths

Ask: What does the ministry do well, and what gives it an advantage in reaching out to potential new members to the faith? Focus on what sets the ministry apart and supports growth.

Instructions for Weaknesses

Ask: What areas does the ministry fail to deliver on promises and underperform? Be honest. Identifying weaknesses is critical for planning improvements in growth and outreach.

Instructions for Opportunities

Ask: What trends, gaps, or changes in the can the ministry leverage? Look at both macro trends and category-specific opportunities.

Instructions for Threats

Ask: What external forces could negatively impact the ministry in each of these areas? Monitor your environment regularly to identify early warning signs.

Answer Questions 12 through 27 to Complete a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) for:

- 1. Faith Member and Community Awareness**
- 2. Stewardship and Giving**
- 3. Programs and Ministry Services**
- 4. Ministry Delivery Channels**

****Reference the survey results and analysis for additional direction
in completing your SWOT Analysis****

Question 12 | Strengths for FAITH MEMBER AND COMMUNITY AWARENESS

Examples

- Consistent communication through newsletters, website updates, social media posts, and announcements.
- Strong and positive sense of engagement and enthusiasm exhibited by pastors, church leadership, and staff
- Strong preaching and teaching that clearly communicates the ministry's faith and mission.
- Positive reputation in the community for service, hospitality, or spiritual leadership.
- Engaging testimonies and stories that highlight God's work in people's lives.
- Dedicated communications team or volunteers who manage messaging effectively.
- High-quality worship streaming or sermon recordings that reach remote or homebound members.
- Clear internal communication pathways for staff, volunteers, and ministry leaders.
- Good signage and welcoming visual presence inside and outside church facilities.

Question 13 | Weaknesses for FAITH MEMBER AND COMMUNITY AWARENESS

Examples

- Inconsistent messaging between ministries or across communication channels.
- Website is outdated, dull, not inspiring, often not updated, difficult to navigate, or not mobile-friendly.
- Information overload during services or newsletters, causing people to miss what matters.
- Brand identity unclear or unrecognizable (logo, colors, tone not standardized).
- Limited engagement on social media, outdated content, or no posting schedule.
- Lack of a communications "owner" or team responsible for updates and consistency.
- Unclear pathways for visitors to learn about programs, next steps, or how to get involved.
- Poor documentation or promotion of ministry impact, mission stories, or community service.
- Misalignment between what is said and what is experienced, creating confusion for newcomers.

Question 14 | Opportunities for FAITH MEMBER AND COMMUNITY AWARENESS

Examples

- Growing community population, new neighborhoods, and new families seeking spiritual belonging.
- Increased digital engagement trends (people looking for online sermons, podcasts, devotionals).
- Development of stronger partnerships with other churches, nonprofits, schools, or civic groups.
- New communications tools or technologies that streamline updates or increase reach.
- Seasonal opportunities (Advent, Easter, back-to-school, missions month) that generate natural momentum.
- Younger generations are eager for authenticity and ministries with clear purpose and transparency.
- Interest in live streaming, online prayer groups, or virtual classes that expand reach.
- Ability to repurpose sermons, testimonies, and stories into shareable digital content.
- Positive local news coverage for outreach events or community service programs.

Question 15 | Threats for FAITH MEMBER AND COMMUNITY AWARENESS

Examples

- Social media algorithms decreasing organic reach for faith-based content.
- Community skepticism toward religious institutions or negative cultural perceptions.
- Competing messages from secular nonprofits, local events, and digital distractions.
- Noise and information overload in people's lives, making it harder to break through.
- Technology barriers for older members or those without consistent internet access.
- Negative reviews or misinformation online can influence public perception.
- Local crises, political tensions, or community polarization affecting how communication is received.
- High expectations for digital communication standards compared to other organizations.
- Negative online reviews or misinformation harming public perception.

QUESTION 16 | Strengths for STEWARDSHIP AND GIVING

Examples

- Biblical teaching on generosity is strong and consistent throughout the year.
- Regular giving increases year after year.
- Ministry leaders set an example for faithful giving.
- Increasing number of tithing members and increases in average monetary amounts per tithing member.
- Faithful core of regular givers who believe deeply in the ministry's mission.
- Transparent financial reporting builds trust with members and donors.
- Effective online or digital giving tools are already in place.
- Strong testimonies or stories showing how giving impacts ministry and mission.
- Healthy relationships between staff, finance committees, and the congregation.
- Reliable systems and processes for counting, reporting, and acknowledging gifts.
- Dedicated volunteers or staff who champion stewardship initiatives.

QUESTION 17 | Weaknesses for STEWARDSHIP AND GIVING

Examples

- Giving is concentrated among a small percentage of members, low participation from newer or younger families.
- Lack of year-round teaching about stewardship and spiritual generosity (only annual appeals).
- No intentional follow-up with new givers or lapsed givers.
- Limited communication about how giving supports ministries, missions, and outreach.
- Inefficient systems for tracking gifts, engagement, or donor insights.
- Website or giving tools are outdated, confusing, or underused.
- Poor visibility of financial impact, leading to misunderstandings or lack of enthusiasm.
- Stewardship messages feel transactional instead of spiritual or mission-driven.

QUESTION 18 | Opportunities for STEWARDSHIP AND GIVING

Examples

- Growing community population or new families visiting the church.
- Desire among younger generations for causes that show transparency and measurable impact.
- New digital tools that simplify recurring giving, mobile giving, and online pledge management.
- Partnerships with local organizations that highlight community impact.
- Testimonies or stories from missionaries, ministries, or transformed lives ready to be shared.
- New communication channels (videos, social media, livestream) to tell stewardship stories.
- Seasonal energy around Lent, Easter, Thanksgiving, and Christmas giving.
- Generosity trends in philanthropy, grantmaking, or donor-advised funds.
- Interest in legacy giving or estate planning among mature members.

QUESTION 19 | Threats for STEWARDSHIP AND GIVING

Examples

- Economic downturns, inflation, or financial stress impacting families' ability to give.
- Increasing competition for charitable donations from other nonprofits, charities, and online causes.
- Cultural shifts toward secularism reduce traditional church giving habits.
- Decline in physical attendance, meaning fewer in-person offering opportunities.
- Aging donor base without enough younger givers stepping in.
- Financial mistrust in broader culture, requiring greater transparency.
- Unexpected facility costs that strain the ministry budget.
- Loss of key staff or volunteer leaders who champion stewardship.

QUESTION 20 | Strengths for PROGRAMS AND MINISTRY SERVICES

Examples

- Strong participation in core programs such as worship, small groups, Bible studies, or children's ministries.
- Experienced and spiritually mature leaders guiding programs with wisdom and consistency.
- Programs that clearly reflect the church's mission and values (e.g., discipleship, outreach, service).
- High-quality worship experiences (music, preaching, teaching, hospitality).
- Long-standing programs with proven community impact (food pantry, mission partnerships, youth mentorship).
- Well-developed children's and youth ministries with strong volunteer support.
- Positive feedback from members about specific ministries or initiatives.
- Church facilities that support diverse programming (gym, classrooms, multipurpose spaces).
- Strong culture of service among members who volunteer consistently.

QUESTION 21 | Weaknesses for PROGRAMS AND MINISTRY SERVICES

Examples

- Programs lack clear goals, measurable outcomes, or connection to the church's mission.
- Lack of visible support for programs from senior leadership and pastors.
- Volunteer shortages lead to fatigue, burnout, or inconsistent program delivery.
- Gaps in ministries for certain age groups or spiritual needs (young adults, seniors, new believers).
- Low participation in certain programs, events, or service opportunities.
- Programs that feel outdated, irrelevant, or no longer serving their intended purpose.
- Overcrowded ministry calendar, creating confusion or competition between programs.
- Insufficient training for leaders or volunteers.
- Lack of diversity in program offerings (limited discipleship, outreach, or fellowship options).
- Facility limitations hinder growth or accessibility for certain groups.
- Weak follow-up systems for visitors, program graduates, or event participants.
- Limited pastoral care coverage during hospitalizations or crises.

QUESTION 22 | Opportunities for PROGRAMS AND MINISTRY SERVICES

Examples

- Growing community needs (e.g., childcare, emotional support, financial coaching, senior care).
- Expansion of digital ministries (online Bible studies, livestream worship, virtual prayer groups).
- New partnerships with schools, nonprofits, or local service organizations.
- Demographic changes that reveal new ministry opportunities (young families moving into the area, immigrants, retirees).
- Interest from members in new ministry ideas (sports ministry, recovery groups, counseling services).
- Availability of grants for community outreach, education, or health programs.
- New facility potential such as land, additional buildings, or repurposing existing spaces.
- Opportunities to revive or modernize traditional ministries with updated formats or tools.
- Seasonal ministry opportunities (VBS, holiday outreach, mission months, school-year programs).
- Technology and digital tools are making it easier to track participation, share content, or offer online services.

QUESTION 23 | Threats for PROGRAMS AND MINISTRY SERVICES

Examples

- Economic pressures affect families' ability to participate or volunteer.
- Competing demands on people's time (sports, school activities, work commitments).
- Declining church attendance trends in the broader culture.
- Rising facility costs (utilities, repairs, insurance) that limit program expansion.
- Regulatory or licensing requirements for childcare, counseling, or community programs.
- Increased competition with other local churches or nonprofits offering similar services.
- Community skepticism or misunderstandings about faith-based ministries.
- Generational shifts, e.g., younger people may prefer new formats, styles, or digital-first engagement.
- Unexpected events such as pandemics, natural disasters, or leadership transitions.
- Volunteer burnout or turnover, making programs unstable or inconsistent.

QUESTION 24 | Strengths for MINISTRY DELIVERY CHANNELS

Examples

Worship

- Strong preaching and biblical teaching that connects and engages with diverse audiences.
- Vibrant worship experiences (traditional, contemporary, blended).
- Consistent worship attendance and positive feedback from members.
- High-quality livestream or recorded services.

Music Ministry

- Skilled musicians, choirs, or praise teams provide a high standard of performance musicianship that enhances and strengthens the worship experience.
- Wide range of musical styles that appeal to multiple generations of members.
- Strong participation by members in choirs, bands, orchestras, or children's music programs.

Faith Formation

- Well-developed children's ministry (nursery, Sunday school, VBS).
- Engaged youth ministry with mission trips, service projects, and discipleship groups.
- Robust adult discipleship options (Bible studies, small groups, theological courses).
- Strong pastoral care team offering prayer, counseling, visitation, and support.

Facilities

- Flexible and updated facilities that accommodate worship, education, and community programs.
- Welcoming environment and strong hospitality teams.
- A physical "beacon of light" to the community

QUESTION 25 | Weaknesses for MINISTRY DELIVERY CHANNELS

Examples

Worship

- Attendance fluctuation or decline.
- Limited worship diversity (few styles or service times).
- Worship services feel "routine" or disconnected from daily life.
- Technology or AV issues that disrupt online or in-person worship.

Music Ministry

- Difficulty recruiting or retaining choir/band members.
- Limited diversity in music styles or performers.
- Reliance on a small group of overworked volunteers.
- Music that detracts from rather than reinforces the worship experience.

Faith Formation

- Gaps in discipleship offerings for certain age groups (e.g., young adults, seniors).
- Volunteer shortages in children's or youth ministries.
- Lack of structured curriculum or long-term discipleship pathways.
- Challenges in following up with visitors, new families, or lapsed members.

Facilities

- Aging infrastructure with poor lighting and inadequate sound systems.
- Insufficient classroom or worship space for growth.
- Poor accessibility (parking, signage, disability accommodations).
- Hidden, dark at night, difficult to find.

QUESTION 26 | Opportunities for MINISTRY DELIVERY CHANNELS

Examples

Worship

- Growing community or new neighborhoods seeking faith connection.
- Rising interest in online worship, podcasts, or digital devotionals.
- Opportunities for prayer nights, healing services, or alternative worship formats.

Music Ministry

- Partnerships with schools, community choirs, or local musicians.
- Supplementing church musicians with a few paid professionals.
- Special concerts or worship nights that attract visitors.
- Use of technology (YouTube, Spotify, livestream concerts) to extend reach.

Faith Formation

- Community needs for pre-K programs, parenting classes, tutoring, or ESL support.
- Increased desire for mental health support, grief groups, or recovery ministries.

- Mission partnerships with local nonprofits or international ministries.
- Starting new campus ministries, satellite worship locations, or micro-church/home groups.

Facilities

- Repurposing existing spaces for community events or rental revenue.
- Hosting community fairs, VBS, sports ministries, or health programs.
- Pursuing available grants for education, social services, or outreach initiatives.
- Improving physical attractiveness and visibility to the community.

Question 27 | THREATS for MINISTRY DELIVERY CHANNELS

Examples

Worship

- Broader cultural decline in church attendance.
- Competition from online content that replaces in-person worship.
- Community skepticism toward organized religion.

Music Ministry

- Budget cuts limiting music investments.
- Competition for people's time from school, sports, and work.
- Loss of key leaders or volunteers.
- Music performance styles and music not aligned with faith member preferences.

Faith Formation

- Families are overwhelmed by busy schedules, reducing commitment to programs.
- Increasing safety, certification, and insurance requirements for children's programs.
- Growing mental health concerns that require more specialized support.
- Changing demographics affecting long-term sustainability of youth programs.

Facilities

- Rising facility and utility costs.
- City zoning or regulatory barriers for expansions.
- Emergencies (pandemics, storms, economic crises) interrupt worship or programs.
- Lack of space to grow and expand physical footprint.

Giving and Membership Goals for Current Year, Year 1, Year 2, and Year 3

Giving and membership reflect the health and stability of the faith-based organization. When setting giving and membership goals, planners must balance ambition with realism and ensure that goals are aligned with broader strategies. Below are the key considerations to guide the goal-setting process:

Use Historical Data

- Analyze past performance
- Identify seasonality, trends, and patterns to create realistic baselines.

Make Goals SMART

- Specific – Clearly define what you want to achieve
- Measurable – Use concrete metrics
- Achievable – Stretch, but within reach given your resources
- Relevant – Tied directly to your organization's priorities
- Time-based – Set deadlines

Account for Market Conditions

- Consider economic trends, consumer confidence, and other external factors.

Plan for Monitoring and Adjustment

- Set checkpoints (e.g., monthly reviews) to monitor progress.
- Be ready to refine goals if outside threats or influences adversely affect them.

Question 28 | Develop Giving Goals for Current Year, Year 1, Year 2, and Year 3

Question 29 | Develop Membership Goals for Current Year, Year 1, Year 2, and Year 3

Section III Questions | Developing Your Ministry Marketing Plan Deliverables: Objectives, Strategies, and Tactics

Develop your ministry **marketing plan deliverables** which are the **objectives, strategies, and tactics** for each of the four areas of engagement. Refer to the survey results and SWOT analysis (Strengths, Opportunities, Weaknesses and Threats) for direction.

****Refer to page 59 in the ADDENDUM for complete examples of Objectives, Strategies, and Tactics****

1. Faith Member and Community Awareness

- a. Example: Social Media Engagement Plan for a Faith-Based Ministry
- b. Example: Mobile App Development Plan for a Faith-Based Ministry
- c. Example Using a Template: Faith-Based Ministry Website Revitalization or Development Plan

2. Stewardship and Giving

- a. Example: Annual Giving Plan for a Faith-Based Ministry

3. Programs and Ministry Services

- a. Example: Faith-Based Pre-K School Program Development Plan

4. Ministry Delivery Channels

- a. Example: Visitor Follow-Up and Engagement Program

Definitions

Objectives (What You Will Achieve)

Objectives should align with the overall marketing plan goals and serve as benchmarks for performance.

Ensure objectives are SMART

- Specific
- Measurable (KPIs, Key Performance Indicators)
- Achievable

- Relevant
- Time-Based

Strategies (How You Will Achieve It)

Strategies outline how you will achieve each objective. They should align with the strengths, weaknesses, opportunities and threats your planning team believes are important to address.

Target Audiences (Who We Are Trying to Reach)

- Current faith community members and program users
- Prospective faith community members
- Current members who tithe or give regularly (renewals and lapsed supporters)
- Volunteers to run or participate in programs and services

Key Performance Indicators (KPIs), (How You Will Measure It)

KPIs provide valuable insights into how well the ministry marketing strategy and tactics are progressing toward achieving the objective.

Examples of KPIs can include:

- Increase in membership
- Increase in Average Worship Attendance (AWA)
- Increase in giving
- Increase in volunteers

Tactics (What You Will Do, Step by Step)

Tactics provide specific actions to deliver the results for the objective and strategy. Each must include:

- Implementation details
- Assigned responsibilities
- Timing and budget allocations

See the ADDENDUM starting on page 81 for examples of possible ministry marketing tactics to use with each area of engagement.

Create Your Objectives, Strategies, and Tactics To Address FAITH MEMBER AND COMMUNITY AWARENESS

Question 30 | FAITH MEMBER AND COMMUNITY AWARENESS Objective

Example

Increase social media engagement by 25% within six months by creating inspiring, shareable content that deepens faith connections, reaches new audiences, and communicates the ministry's mission and community impact. (See the ADDENDUM for more examples.)

Question 31 | FAITH MEMBER AND COMMUNITY AWARENESS Strategy and Target Audience

Example

Develop an intentional, story-driven social media ministry that blends inspiration, education, and invitation to connect people to Christ, community, and causes through authentic digital engagement. Target Audiences: prospective faith community members, current faith community members and program users, current members who tithe or give regularly (renewals and lapsed supporters). (See the ADDENDUM for more examples.)

Question 32 | FAITH MEMBER AND COMMUNITY AWARENESS KPIs

Example

Key Performance Indicators (KPIs), (How will you measure it). 25% increase in total engagement (likes, shares, comments, saves), 20% growth in followers across key platforms (Facebook, Instagram, YouTube), 15% increase in event participation or online worship attendance originating from social media, consistent three posts per week per platform with a minimum engagement rate of 5%. (See the ADDENDUM for more examples.)

Question 33 | FAITH MEMBER AND COMMUNITY AWARENESS Tactics with Responsibilities, Timing and Budgets

Example

Planning and Organization: Appoint a Social Media Ministry Team composed of staff, volunteers, and digital-savvy members. Identify key platforms based on audience demographics , e.g., Facebook (adults/families), Instagram (young adults), YouTube (sermons/testimonies). Create a content calendar for six months with weekly faith themes (e.g., Hope Mondays, Testimony Thursdays, Faith Fridays). Establish brand guidelines for consistent tone, imagery, and logo use reflecting ministry values and mission. Responsibilities TBD, Timing TBD, Budget TBD. (See the ADDENDUM for more examples.)

Question 34 | Total Budget, All FAITH MEMBER AND COMMUNITY AWARENESS Tactics

Create Your Objectives, Strategies, and Tactics To Address STEWARDSHIP AND GIVING

Question 35 | STEWARDSHIP AND GIVING Objective

Example

Increase total annual giving by 15% within 12 months by deepening members' understanding of biblical stewardship, strengthening year-round donor engagement, and improving communication of ministry impact.

Question 36 | STEWARDSHIP AND GIVING Strategy and Target Audience

Example

Develop and implement a year-long, faith-centered stewardship campaign that educates, inspires, and invites members to practice consistent, joyful giving as an act of worship and partnership in ministry. This strategy emphasizes: Teaching biblical principles of stewardship. Communicating transparency and ministry outcomes. Creating emotional and spiritual connection through stories of transformation. Offering convenient, accessible giving options.

Target Audience (Who We Are Trying to Reach): current faith community members and program users, current members who tithe or give regularly (renewals and lapsed supporters), attendees who do not give.

Question 37 | STEWARDSHIP AND GIVING KPIs

Examples

15% increase in total giving compared to prior year. 10% increase in recurring monthly givers (electronic or automatic giving). 20% increase in participation in stewardship events or pledge" commitments. Improved donor retention rate from 68% to 80%.

Question 38 | STEWARDSHIP AND GIVING Tactics with Responsibilities, Timing and Budgets

Planning and Preparation: Form a Stewardship Leadership Team of finance, communication, and ministry leaders by January. Review giving data and identify key segments: first-time givers, recurring donors, and lapsed donors. Establish a stewardship theme and scripture verse for the year (e.g., "Faithful in Little, Faithful in Much" – Luke 16:10). Create a 12-month communications calendar aligned with major seasons

(Lent, summer, Thanksgiving, Advent). Responsibilities: TBD. Timing: TBD. Budget: TBD. (See the ADDENDUM for more examples.)

Question 39 | Total Budget, All STEWARDSHIP AND GIVING Tactics

Create Your Objectives, Strategies, and Tactics To Address PROGRAMS AND MINISTRY SERVICES

Question 40 | PROGRAMS AND MINISTRY SERVICES Objective

Example

Establish and fully enroll a faith-based Pre-K school program within 12 months, serving 40 students and achieving 90% satisfaction among parents, while integrating spiritual growth, academic readiness, and community outreach.

Question 41 | PROGRAMS AND MINISTRY SERVICES Strategy and Target Audience

Example

Develop a Christ-centered early childhood education program that nurtures the spiritual, emotional, social, and academic development of young children while strengthening family engagement and outreach in the community. This strategy emphasizes: Providing an excellent educational experience grounded in faith values. Creating a safe, nurturing environment that reflects Christian love and learning. Partnering with families to build spiritual and relational connections. Positioning the Pre-K as both an outreach and discipleship ministry.

Target Audience (Who We Are Trying to Reach): Families within the community with Pre-K children. Current faith community members and program users.

Question 42 | PROGRAMS AND MINISTRY SERVICES KPIs

Examples

Enrollment goal of 40 students in the first academic year. 90% parent satisfaction rating (based on surveys). 80% of families engage in at least one church-sponsored event per semester. Program achieves self-sustaining operating budget by end of year one. Staff and volunteer retention rate of 90%.

Question 43 | PROGRAMS AND MINISTRY SERVICES Tactics with Responsibilities, Timing and Budgets

Example

Planning and Foundation: Form a Pre-K Development Committee of ministry leaders, educators, parents, and community advisors. Define program goals, curriculum standards, daily schedules, and spiritual

formation components. Establish a budget and tuition model that balances accessibility with sustainability. Secure necessary state/local licensing, insurance, and compliance approvals for childcare and education facilities. Select a dedicated facility or classroom space, ensuring it meets safety, accessibility, and learning environment requirements. Responsibilities: TBD. Timing: TBD. Budget: TBD. (See the ADDENDUM for more examples.)

Question 44 | Total Budget, All PROGRAMS AND MINISTRY Tactics

Create Your Objectives, Strategies, and Tactics To Address MINISTRY DELIVERY CHANNELS

Question 45 | MINISTRY DELIVERY CHANNELS Objective

Example

Increase first-time visitor retention and active engagement by 30% within 12 months through a structured, personal, and spiritually meaningful follow-up process that helps visitors feel seen, welcomed, and connected to the life of the ministry.

Question 46 | MINISTRY DELIVERY CHANNELS Strategy and Target Audience

Example

Develop a relational, multi-touch visitor follow-up and connection system that blends hospitality, communication, and personal ministry, ensuring every guest feels valued, cared for, and invited into deeper community and discipleship. This strategy emphasizes: Creating intentional, timely follow-up processes. Using multiple communication channels (email, text, phone, mail, in-person). Engaging visitors relationally through ministry connection opportunities. Tracking engagement and spiritual growth over time.

Target Audience (Who We Are Trying to Reach): Visitors and prospective faith community members.

Question 47 | MINISTRY DELIVERY CHANNELS KPIs

Examples

30% increase in visitors who attend more than once. 25% of visitors enrolled in small groups, classes, or ministry teams within three months. 100% of new visitors receive a personal contact (call, email, or note) within 48 hours. 80% of new visitors receive at least one personal invitation to a ministry or event within 60 days.

Question 48 | MINISTRY DELIVERY CHANNELS Tactics with Responsibilities, Timing and Budgets

Example

Prepare for Welcome and Connection: Train a Hospitality and Welcome Team to greet visitors warmly before and after services. Establish a clear visitor process flow, from arrival to follow-up, with designated roles (e.g., greeters, ushers, follow-up coordinators). Provide Visitor Connection Cards (physical and

digital) for collecting contact info, prayer needs, and interests. Create a digital visitor landing page on the ministry website with an introduction video and “Plan Your Visit” form. Responsibilities: TBD. Timing: TBD. Budget: TBD. (See the ADDENDUM for more examples.)

Question 49 | Total Budget, All MINISTRY DELIVERY CHANNELS Tactics

Section IV Question | Develop a Ministry Marketing Budget Summary

Question 50 | Summarize the KPIs and Budgets for Each Objective

Objectives	KPI	Budget (All Tactics)

TOTAL		

Section V Questions | Executive Summary

Executive Summary Background

Executive Summary Background

An executive summary is important in a ministry marketing plan because it provides a concise, high-level overview of the plan's most critical elements: objectives, strategies, tactics, target market, and expected results (KPIs). It helps the faith ministry's leaders and members quickly understand the plan's purpose, priorities, and impact without reading the full document.

In short, it answers

What are we doing, why, for whom, and what results do we expect?
This makes it a vital tool for gaining alignment, approval, and support.

Question 51 | Summary of Key Takeaways

- Recap the main objectives of the ministry marketing plan
- Reiterate the strategies and how they align with the ministry's goals
- Highlight core target supporters, positioning, and key tactics

Question 52 | Strategic Focus Areas

Briefly outline the primary strategic priorities in each of the four areas of improvement:

- 1. Faith Member and Community Awareness**
- 2. Stewardship and Giving**
- 3. Programs and Ministry Services**
- 4. Ministry Delivery Channels**

Emphasize how these focus areas of engagement will drive growth and improvement.

Question 53 | Expected Outcomes

Summarize anticipated results from to be achieved from implementation of the strategies and tactics. Reference any success metrics or KPIs introduced earlier in the plan.

Question 54 | Budget Summary and KPIs

- Recap the budgets by objective and the expected KPIs for each objective.

Question 55 | Plan for Execution and Review

- Mention who is responsible for implementing the plan.
- Identify timelines, checkpoints, or review processes to track progress.
- Include how adjustments will be made if goals are not met.

Question 56 | Closing Statement or Call to Action

- End with a motivating statement that reinforces the faith-based organization's commitment to execution.
- If the plan is being presented for approval, include a statement requesting feedback, endorsement, or resources needed.

Closing Statement Example

“With a clear strategy, measurable goals, and a focused execution plan, this ministry marketing roadmap empowers us to amplify our impact by building membership and Average Worship Attendance (AWA), increasing giving, expanding programs to members and the community, strengthening our association with faith-focused organizations in the community, and forging stronger internal relationships with ministry team members and volunteers.”

Section VI | Appendix and Resources to the Ministry Marketing Plan

Additional comments, acknowledgments, or names of contributors to the plan, references for budgets, detailed calendars, or research.

ADDENDUM

Member Survey

Instructions

This survey should be completed anonymously by all faith community members above the age of 16 years, the planning team members, staff, and non-members with connections to the church, prior to the planning team completing the SWOT Analysis and ministry marketing planning.

Feel free to edit or add questions to fit the unique needs of your faith ministry.

To simplify data collection and analysis, transfer the survey form to an inexpensive online survey service such as [Survey Monkey](#) and [JotForm](#). Deliver the survey to members via email and allow only one submission per member. Paper survey should be made available for members not using email or the internet. Ideally, analysis and interpretation of the survey results should be performed by an individual outside of the faith community.

Please circle the number that most closely relates to your profile.

The following group of questions will ask for demographic information (age, length of membership at the church, role, etc.). These questions will not compromise the anonymity of your answers. They will assist the church leadership, giving more depth and breadth to understanding the data according to subgroups.

General Questions

Length of Involvement

I have been attending this church for:

	X for Your Answer
Less than two years	
Between 2-4 years	
Between 5-10 years	
More than 10 years	

Age Group

I am between the ages of:

	X for Your Answer
16-25	
26-40	
41-55	
56-69	
70+	

Church Position

My position with the church is:

	X for Your Answer
Leader / involved in ministry	
Regular worship attender	
Non-regular worship attender	
Do not attend worship but have connections to the church	

Family Structure

I am:

	X for Your Answer
Married, no children under 18	
Married, children under 18	
Single/widowed, no children under 18	
Single/widowed, children under 1	

What is your zip code? _____

Approximately how many miles do you travel to church each time you attend? _____

Faith Member and Community Awareness Questions

Faith Member and Community Awareness helps reach your congregation and community by sharing stories of faith, service, and transformation and inspiring involvement.

****Please answer each of these questions by a ranking of 1 to 5.
One equals poor and five equals excellent.****

Our pastors and leaders do an excellent job of communicating information, events, and expectations to members.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

This church makes effective use of various communication methods (bulletins, website, texts, newsletters, e-mail) to communicate news and information to members.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church's programs and ministries are effectively promoted in our community through paid advertising and free publicity.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our local community (or neighborhood) knows what our church stands for.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church has a reputation as a "good citizen" in our community.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church makes good use of signage, banners, exterior lighting, and other forms of building identification to visibility communicate our presence, vitality, and welcome to the community.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church brand and logo accurately expresses our identity, purpose, and promise to members and the community at large.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church mission and vision statements are memorable and accurately guide your actions, inspire our congregation, and communicate God's purpose to the community.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our online calendar of events is regularly updated and easy to access.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

We make frequent use of social media to inform members and the public about our church and its ministries.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our livestreaming of worship services is professionally produced, engaging, and interesting to watch.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

We make sure each visitor is welcomed to our church with a personal greeting and personally presented welcome bag.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Are there any other specific **faith member and community awareness** programs we should consider?
(please list)

Stewardship and Giving Questions

Stewardship in ministry is more than raising funds. It's discipleship in action. Faithful giving is an act of worship, gratitude, and partnership in God's mission. Effective stewardship ministries cultivate generosity not through pressure, but through purpose, transparency, and spiritual invitation. Below are key areas of giving and how each can inspire faith, participation, and long-term sustainability for your ministry.

I help support the church financially.

____Yes

____No

I feel appreciated for the stewardship I provide the church.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our leaders discuss financial issues in an appropriate manner about the right amount of time (not too much, not too little).

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

I am aware of our church's financial condition through regularly posted updates.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church provides information about giving to mission, special projects, and other designated needs.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church regularly conducts special fund-raising events such a silent auctions, raffles, and golf tournaments.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Are there other specific stewardship and giving programs we should consider? (please list).

Programs and Ministry Services Questions

Programs and ministry services are where faith becomes visible and where the Gospel moves from the sanctuary into the streets, neighborhoods, and nations. These initiatives represent the heart of the church's mission: to love God, serve others, and make disciples of all nations. Whether local or global, each program offers opportunities to live out the Great Commission, build community, and reflect God's love in practical, transformative ways.

Our church actively supports missions, both locally and globally, and encourages members to support them.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church effectively meets the needs of single adults with Christian education and special activities.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church provides excellent Christian education for all adults.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church effectively meets the needs of senior citizens with Christian education and special activities.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

My understanding of faith and ability to minister to others has grown through our church's educational programs.

1	2	3	4	5	No Opinion

Comments:_____

Our church effectively meets the needs of children and provides excellent Christian education and activities for them.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church effectively meets the needs of youth and provides excellent Christian education and activities for them.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

This church encourages small group formation, and I am involved in a regular small group.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

I have received training from this church in some form of outreach, evangelism, or missions work.

1	2	3	4	5	No Opinion

Comments:_____

Our church does a good job providing support beyond our walls to members of the community in need through programs such as meals, food drives, clothing drives, backpacks for children, etc.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church emphasizes healthy living for members by offering programs such as fitness classes, lifestyle information, and health screenings, etc.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our festivals for members are open to the community and well-attended.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

We regularly schedule events for members to encourage fellowship such a picnics, potluck dinners, and Sunday coffee hour.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church encourages volunteerism such as church clean-up days and disaster relief teams.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

The church library is well-stocked with literature and well-managed.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Are there other specific programs and ministry services we should consider? (please list).

Ministry Delivery Channels Questions

Ministry delivery channels are the pathways through which your church brings God's Word, grace, and community into people's lives. They represent every gathering, outreach, and service opportunity that connects your mission to the people you serve, from weekly worship to global missions. When approached strategically and prayerfully, these channels don't just serve existing members. They become bridges that reach new hearts, nurture discipleship, and grow the presence of Christ's church in the world.

Our worship services, times, and frequency are effective in attracting new people to our church.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

I feel inspired by our church's worship services, and I can enthusiastically recommend our worship service to friends outside our church.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

The music ministry is effective and inspiring at all levels and lifts my spirit.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Because of our location, newcomers can easily find our church.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our worship spaces and facilities are more than adequate to promote fellowship and special events.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our education and training facilities are more than adequate to meet the needs of all members.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our buildings and facilities are effective in supporting our children's ministries.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our buildings and facilities are effective in supporting our youth ministries.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our buildings and facilities are effective in supporting our young adult ministries.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our buildings and facilities are effective in supporting our senior ministries.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

If I need pastoral care, counseling, or advice, I know it is readily available through one of our church pastors.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church has an effective follow-up program for those who have visited our church.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

We welcome community groups, such as Scouts, to use our facilities.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Our church encourages mission trips and retreats for its members, both adult and youth.

1	2	3	4	5	No Opinion
---	---	---	---	---	------------

Comments:_____

Are there any other specific ministry delivery channels we should consider? (please list).

Examples of Objectives, Strategies, and Tactics (Deliverables)

Faith Member and Community Awareness

Example: Social Media Engagement Plan for a Faith-Based Ministry Objective, Strategy, and Tactics

Objective (What You Will Achieve)

Increase social media engagement by 25% within six months by creating inspiring, shareable content that deepens faith connections, reaches new audiences, and communicates the ministry's mission and community impact.

Key Performance Indicators (KPIs), (How will you measure it)

- 25% increase in total engagement (likes, shares, comments, saves)
- 20% growth in followers across key platforms (Facebook, Instagram, YouTube)
- 15% increase in event participation or online worship attendance originating from social media
- Consistent three posts per week per platform with a minimum engagement rate of 5%

Strategy (How You Will Achieve It)

Develop an intentional, story-driven social media ministry that blends inspiration, education, and invitation to connect people to Christ, community, and causes through authentic digital engagement.

This strategy emphasizes:

- Using storytelling to share testimonies, ministry updates, and faith lessons
- Aligning content with church calendar seasons (Lent, Advent, Easter, etc.)
- Creating visual, interactive content that encourages dialogue, not just information-sharing
- Coordinating social media with other communication channels (website, newsletters, live worship, community events)

Target Audience (Who We Are Trying to Reach)

- Prospective faith community members
- Current faith community members and program users
- Current members who tithe or give regularly (renewals and lapsed supporters)

Tactics (What You Will Do, Step by Step)

1. Planning and Organization

- Appoint a Social Media Ministry Team composed of staff, volunteers, and digital-savvy members.
- Identify key platforms based on audience demographics , e.g., Facebook (adults/families), Instagram (young adults), YouTube (sermons/testimonies).
- Create a content calendar for six months with weekly faith themes (e.g., *Hope Mondays, Testimony Thursdays, Faith Fridays*).
- Establish brand guidelines for consistent tone, imagery, and logo use reflecting ministry values and mission.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

2. Faith-Centered Content Creation

Post daily scripture reflections with engaging visuals and short devotional insights.

- Share weekly testimonies or “Faith Stories” from members, volunteers, or missionaries showing God at work in everyday life.
- Highlight ministry impact stories (e.g., food drives, mission trips, youth service projects) to connect giving and faith in action.
- Create short video devotionals or pastor’s messages (1–3 minutes) to post on Facebook, YouTube, and Instagram Reels.
- Include prayer requests and praise reports to invite two-way interaction and spiritual engagement.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

3. Engagement and Community Interaction

- Encourage followers to comment, share, and tag friends in posts about prayer, gratitude, or outreach opportunities.
- Assign a volunteer or team member to monitor comments and messages daily and respond with care and encouragement.
- Create interactive posts such as polls (“What are you thankful for today?”) or quizzes (“Which Psalm inspires you most this week?”).
- Host monthly live-streamed QandA sessions or “Faith Talks” with pastors or ministry leaders where followers can submit questions.
- Celebrate milestones (baptisms, mission completions, anniversaries) through photo albums and thank-you messages.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

4. Multimedia and Visual Branding

- Use high-quality photography and video for worship services, events, and community service.
- Brand all images with ministry logo and a unifying hashtag (e.g., #FaithInAction, #TogetherInChrist, #ShineHisLight).
- Add short worship music clips, sermon highlights, and event recaps such as Reels or YouTube Shorts.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

5. Outreach

- Run targeted Facebook or Instagram ads promoting online worship, community programs, or giving opportunities.
- Encourage members to “be digital evangelists,” sharing ministry posts to reach their friends and networks.
- Partner with other local ministries, nonprofits, or schools to cross-promote faith-based events.

- Include social media links on the website, bulletins, email newsletters, and signage throughout the church.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

6. Evaluation and Continuous Improvement

- Review analytics monthly to track engagement rates, top-performing content, and audience demographics.
- Adjust posting times, formats, and content types based on data insights.
- Survey members and followers quarterly about what inspires them most online.
- Celebrate social media milestones with the congregation, reinforcing how online ministry is expanding the church's reach.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

7. Total Budget for all Social Media Tactics

Example: Mobile App Development Plan for a Faith-Based Ministry Objective, Strategy and Tactics

Objective (What You Will Achieve)

Develop and launch a fully functioning mobile app within nine months that increases daily engagement with the ministry by 40%, providing spiritual resources, communication tools, giving options, and pastoral support accessible anytime, anywhere.

Key Performance Indicators (KPIs), (How will you measure it)

- App launched by Month nine with all core features active
- At least 50% of active members download the app within 3 months of launch
- 40% increase in daily/weekly engagement (devotional reads, event views, prayer submissions)

- 25% increase in online giving through the app
- 30% increase in participation in events or ministry programs driven by app notifications

Strategy (How You Will Achieve It)

Create a user-friendly, spiritually enriching mobile app that connects people to God, to each other, and to the ministry through daily devotionals, prayer support, communication tools, giving options, and event information, turning digital convenience into ongoing spiritual engagement.

This strategy emphasizes:

- Strong spiritual content delivered daily
- Tools that simplify and streamline communication
- Intentional features for discipleship and pastoral care
- Seamless integration with the ministry website and database
- Accessibility for all ages and comfort levels

Tactics (What You Will Do, Step by Step)

1. Planning, Research & Team Development

- Form a Mobile App Ministry Team made up of staff, tech volunteers, communications leaders, and ministry representatives.
- Conduct a needs assessment with members, staff, and community users to identify desired app features.
- Define a clear App Mission Statement, e.g.:
“To connect our church family daily to God, community, and ministry life through meaningful digital engagement.”
- Create a project timeline, budget, and assign team roles.
- Choose an app development platform or partner (e.g., Subsplash, Tithe.ly, PushPay, custom development).
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

2. Design & Core Features Development

Create a mobile app that meets the daily communication and spiritual needs of the entire community:

Core Features:

- Daily devotionals (written or video) from pastors and lay leaders
- Prayer request submission with options for public, private, or pastoral-only visibility
- Push notifications for events, needs, urgent prayer, giving appeals, and weather closings
- Mobile giving tools, tithes, offerings, special projects, recurring donations
- Event calendar with RSVP, reminders, and volunteer sign-up forms
- Livestream and sermon library integrated into the app
- Ministry directories (children, youth, music, missions) with contact links
- Volunteer hub for sign-ups and service opportunities
- Bible reading plans or Scripture of the day
- Small group finder with meeting times, leaders, and locations
- Pastoral care request forms for hospital visits, counseling, or support

Design Priorities:

- Warm, faith-centered visuals
- Intuitive user interface
- Accessibility features (font size, audio playback, color contrast)
- Consistent branding with church website

- **Responsibilities: TBD**

- **Timing: TBD**

- **Budget: TBD**

3. Content Creation and Spiritual Integration

- Create a content plan for daily devotionals, weekly pastor messages, and scripture reflections.
- Recruit a team of devotional writers (pastors, ministry staff, lay leaders).
- Build a prayer team dedicated to responding to app-submitted requests.
- Prepare 30–60 days of devotional content ready for launch.
- Create video testimonies and “Welcome to the App” onboarding tutorial.
- Integrate seasonal spiritual content (Lent, Advent, special weeks of prayer).
- **Responsibilities: TBD**

- **Timing: TBD**
- **Budget: TBD**

4. Communication and Launch Campaign

- Promote the app through worship announcements, newsletters, social media, and the website.
- Use QR codes on bulletins, signage, postcards, and welcome bags.
- Host an App Launch Sunday with live demonstrations before and after services.
- Provide volunteers to assist members with downloads and onboarding.
- Encourage staff and ministry leaders to be early adopters and app ambassadors.
- Offer incentives such as a “Download the App” challenge or devotional series available only through the app.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

5. Ongoing Engagement and Content Refresh

- Schedule consistent updates: new devotionals, event banners, sermon uploads.
- Use analytics to track which features are being used and adjust content accordingly.
- Create monthly spiritual growth themes with coordinated app content (e.g., “Prayer Month,” “Serve Together Month”).
- Encourage ministries (youth, choir, missions, small groups) to submit content weekly.
- Send push notifications strategically, encouraging but not overwhelming.
- Introduce new features quarterly (polls, chat groups, Bible studies, volunteer badges).
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

6. Evaluation and Continuous Improvement

- Review engagement analytics monthly (downloads, active users, activity rates).
- Survey users 60–90 days after launch for feedback on usability and content.
- Adjust navigation, content style, and notification frequency based on data.

- Evaluate impact on giving, event attendance, and prayer engagement.
- Prepare an annual report summarizing app-driven ministry impact.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

Example Using a Template: Faith-Based Ministry Website Revitalization or Development Plan Objective, Strategy, and Tactics

Faith Member and Community Awareness Objective (What You Will Achieve)	Revitalize an existing website or design, launch, and maintain a fully functional, user-friendly ministry website within six months that effectively communicates the ministry's mission, programs, and events. It will serve members, staff, and the community while increasing engagement and outreach by measurable margins.
Faith Member and Community Awareness Strategy (How You Will Achieve It)	Develop a Christ-centered, information-rich, and visually engaging website that unites communication across all ministry areas, simplifies access to key information and services, and reflects the ministry's identity, mission, and community outreach. This strategy emphasizes: • Designing for clarity, warmth, and accessibility • Serving multiple audiences: members, staff, seekers, donors, and media • Integrating digital tools for engagement, giving, and communication • Ensuring continuous updates to keep content fresh, relevant, and mission-aligned
Target Audience (Who We Are Trying to Reach)	• Church Members • Prospective Members • Staff • The Public at Large

Faith Member and Community Awareness Key Performance Indicators (KPIs)	- Website launched by Month six with all core pages and functionality live 30% increase in online engagement (page visits, downloads, prayer requests, event registrations) within three months of launch 25% increase in new visitor inquiries or service attendance originating from the website 60% of active members use online tools (donations, forms, or event registrations) regularly - Average visitor session time exceeds two minutes, indicating meaningful engagement	
TACTICS (What You Will Do – Step-by-Step)		
1. Planning and Preparation		
- Form a Website Development Team including ministry leaders, communications staff, IT volunteers, and representatives of key audiences (e.g., youth, missions, worship). - Conduct a needs assessment to identify what each group (members, staff, visitors) needs most from the website (e.g., online giving, sermon access, event calendars). - Develop a website mission statement , for example: “To extend the ministry of our church online by connecting, informing, and inspiring faith through every click.” - Define budget, hosting, and maintenance resources for initial design and ongoing updates. - Research and select a content management system (CMS) (e.g., WordPress, Squarespace, Wix for Churches) that allows staff or volunteers to easily update content.		
Responsibilities Teams	Timing	Budget
Ministry Leaders / Communications Lead / IT / Key Audience Reps / Outside Agency if Needed	Q1	\$5,000
2. Website Design and Structure		
Create a user-friendly sitemap organized by audience: - I'm New (introduction, worship times, directions, FAQ) - Members (programs, small groups, calendar, volunteer opportunities) - Staff and Leadership (directory, resources, ministry reports) - Community and Outreach (missions, events, service projects) - Give (online donations, pledge forms, endowment info) - Media (sermons, podcasts, livestream archive, photo galleries)		

- Contact and Prayer Requests (easy-to-use form with follow-up notifications)
- Prioritize mobile-first design (over 60% of visitors will access via phone).
- Ensure site adheres to ADA accessibility standards (readable fonts, text contrast, alt text for images).
- Integrate clear calls-to-action (CTAs) on every page , e.g., *Join Us Sunday, Submit a Prayer Request, Volunteer Today, Give Online.*
- Use consistent visual branding (logo, color palette, tagline) that reflects ministry values.

Responsibilities Teams	Timing	Budget
Communications Lead / IT / Outside Agency if Needed	Q2	\$20,000

3. Content Creation and Storytelling

- Develop faith-centered, welcoming copy that communicates warmth, authenticity, and mission.
- Include testimonies and stories of transformation, how the ministry impacts lives locally and globally.
- Feature biographies and photos of pastors and ministry leaders to build trust and connection.
- Create engaging media content, sermon videos, short devotionals, blog posts, or podcasts.
- Highlight ministry impact metrics (e.g., "Over 3,000 meals served last year") with photos to demonstrate stewardship and outreach.
 - Update events weekly with an interactive calendar linked to registration and reminders.

Responsibilities Teams	Timing	Budget
Ministry Leaders / Communications Lead / Outside Agency if Needed	Q2-Q3	\$6,000

4. Interactive Features and Member Tools

- Implement secure online giving and tithing platforms (e.g., [PushPay](#), [Tithe.ly](#)).
- Add member portal access for internal documents, volunteer schedules, and meeting notes.
- Include staff login areas for managing updates, communications, and resource sharing.
- Create online forms for prayer requests, visitor sign-ups, volunteer interest, and event RSVPs.
- Integrate livestreaming capabilities for worship services and special events with embedded replays. Use consistent visual branding (logo, color palette, tagline) that reflects ministry values.

Responsibilities Teams	Timing	Budget
Ministry Leaders / Communications Lead / Outside Agency if Needed	Q2-Q3	\$6,000

5. Promotion and Launch		
• Announce the new website launch during worship services, newsletters, and social media. • Use email campaigns and printed postcards to invite members and community contacts to explore the new site. • Include QR codes on signage, bulletins, and flyers that link directly to event registration or donation pages. • Partner with local ministries or media to share press releases or blog announcements about the launch. • Offer a “Website Launch Sunday” event featuring a guided demo and live QandA after worship.		
Responsibilities Teams	Timing	Budget
Communications Lead / Outside Agency if Needed	Kick off in Q2 , then monthly through Q4	\$5,000
6. Ongoing Management and Optimization		
• Designate a Website Content Coordinator to oversee monthly updates and ensure accuracy. • Schedule quarterly reviews with ministry leaders to add new events, remove outdated content, and check all links. • Use analytics tools (Google Analytics, Squarespace Insights) to monitor visitor trends and engagement. • Regularly refresh visuals, banners, and photos to reflect current ministry life. • Encourage members to provide feedback through a “How Can We Improve?” form.		
Responsibilities Teams	Timing	Budget
Communications Lead / Outside Agency if Needed	Kick off in Q2 , then monthly through Q4	\$5,000
7. Integration and Other Communications		
• Link the website with all ministry communication tools including social media, newsletters, digital signage, and mobile app. • Ensure consistent messaging, branding, and event synchronization across all platforms. • Use the website as the central hub for all communications, directing traffic from every channel back to it.		
Responsibilities Teams	Timing	Budget
Communications Lead / Outside Agency if Needed	Kick off in Q2 , then monthly through Q4	\$2,500
Total Budget for Website Development		\$49,500

Stewardship and Giving

Example: Annual Giving Plan for a Faith-Based Ministry Objective, Strategy, and Tactics

Objective (What you will achieve)

Increase total annual giving by 15% within 12 months by deepening members' understanding of biblical stewardship, strengthening year-round donor engagement, and improving communication of ministry impact.

Key Performance Indicators (KPIs), (How will you measure it)

- 15% increase in total giving compared to prior year
- 10% increase in recurring monthly givers (electronic or automatic giving)
- 20% increase in participation in stewardship events or pledge" commitments
- Improved donor retention rate from 68% to 80%

Strategy (How You Will Achieve It)

Develop and implement a year-long, faith-centered stewardship campaign that educates, inspires, and invites members to practice consistent, joyful giving as an act of worship and partnership in ministry.

This strategy emphasizes:

- Teaching biblical principles of stewardship
- Communicating transparency and ministry outcomes
- Creating emotional and spiritual connection through stories of transformation
- Offering convenient, accessible giving options

Target Audience (Who We Are Trying to Reach)

- Current faith community members and program users
- Current members who tithe or give regularly (renewals and lapsed supporters)
- Attendees who do not give

Tactics (What You Will Do, Step by Step)

1. Planning and Preparation

- Form a Stewardship Leadership Team of finance, communication, and ministry leaders by January.
- Review giving data and identify key segments: first-time givers, recurring donors, and lapsed donors.
- Establish a stewardship theme and scripture verse for the year (e.g., *“Faithful in Little, Faithful in Much”* – Luke 16:10).
- Create a 12-month communication calendar aligned with major seasons (Lent, summer, Thanksgiving, Advent).
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

2. Education

- Offer a 4-week sermon series on biblical generosity during the spring, emphasizing tithing, gratitude, and faith in action.
- Host a Stewardship Sunday with testimonies from members about how giving has transformed their lives.
- Publish short devotionals or social media posts connecting stewardship to scripture and ministry stories.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

3. Community

- Launch a “Giving with Purpose” awareness campaign highlighting specific ministry outcomes funded by giving (missions, outreach, youth programs).
- Send quarterly impact updates showing measurable results: “Your giving helped provide 500 meals this quarter.”
- Include stewardship updates in newsletters, bulletins, and digital platforms with graphs and visual storytelling.
- Feature a video testimony series from ministry leaders and members showing how giving changes lives.
- **Responsibilities: TBD**

- **Timing:** TBD
- **Budget:** TBD

4. Tools and Accessibility

- Introduce or enhance digital giving options (text-to-give, mobile app, QR codes).
- Train staff and volunteers to assist members with setting up recurring online donations.
- Place clear giving prompts and links in worship bulletins, the website, and streaming broadcasts.
- Creates
- **Responsibilities:** TBD
- **Timing:** TBD
- **Budget:** TBD

5. Recognition and Relationship Building

- Its quarterly with notes of gratitude from ministry leaders.
- Host a "Stewardship Celebrates" in November to honor faithful givers and share year-end vision.
- Recognize milestone givers (5-year, 10-year supporters) privately or publicly as appropriate.
- Send handwritten thank-you cards to first-time givers within 48 hours of their gift.
- **Responsibilities:** TBD
- **Timing:** TBD
- **Budget:** TBD

6. Year-End Giving Initiative

- Launch a special Advent/Christmas giving campaign (and "*Gifts of Hope*") focused on outreach, missions, or facility needs.
- Provide both print and digital materials with clear giving goals and progress updates.
- Share moving stories of ministry impact through email and social media countdowns.
- Offer multiple ways to give , in worship, online, by mail, or through special events.
- **Responsibilities:** TBD
- **Timing:** TBD
- **Budget:** TBD

7. Review and Evaluation

- Conduct a year-end Stewardship Review Meeting to assess KPIs.
- Survey donors to measure satisfaction and identify barriers to giving.
- Share results transparently with the congregation, celebrating growth and setting new goals for the next year.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

8. Total Budget for all Annual Giving Plan Tactics

Programs and Ministry Services

Example: Faith-Based Pre-K School Program Development Plan Objective, Strategy, and Tactics

Objective (What You Will Achieve)

Establish and fully enroll a faith-based Pre-K school program within 12 months, serving 40 students and achieving 90% satisfaction among parents, while integrating spiritual growth, academic readiness, and community outreach.

Key Performance Indicators (KPIs), (How you will measure it)

- Enrollment goal: 40 students in the first academic year
- 90% parent satisfaction rating (based on surveys)
- 80% of families engage in at least one church-sponsored event per semester
- Program achieves self-sustaining operating budget by end of year one
- Staff and volunteer retention rate of 90%

Strategy (How You Will Achieve It)

Develop a Christ-centered early childhood education program that nurtures the spiritual, emotional, social, and academic development of young children while strengthening family engagement and outreach in the community.

This strategy emphasizes:

- Providing an excellent educational experience grounded in faith values
- Creating a safe, nurturing environment that reflects Christian love and learning
- Partnering with families to build spiritual and relational connections
- Positioning the Pre-K as both an outreach and discipleship ministry

Target Audience (Who We Are Trying to Reach)

- Families within the community with Pre-K children
- Current faith community members and program users

Tactics (What You Will Do, Step by Step)

1. Planning and Foundation

- Form a Pre-K Development Committee of ministry leaders, educators, parents, and community advisors.
- Define program goals, curriculum standards, daily schedules, and spiritual formation components.
- Establish a budget and tuition model that balances accessibility with sustainability.
- Secure necessary state/local licensing, insurance, and compliance approvals for childcare and education facilities.
- Select a dedicated facility or classroom space, ensuring it meets safety, accessibility, and learning environment requirements.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

2. Staffing and Training

- Hire a Program Director with early childhood education experience and a strong faith background.
- Recruit qualified teachers and aides with certifications and ministry-minded values.
- Provide training workshops on child development, faith integration, safety, and parent engagement.
- Create volunteer opportunities for church members (story time readers, snack helpers, maintenance support).
- Develop a teacher handbook and parent partnership guide.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

3. Curriculum and Faith Integration

- Adopt a developmentally appropriate curriculum aligned with state learning standards and infused with biblical principles.
- Include daily devotionals, songs, and stories that teach values like kindness, gratitude, and respect.

- Celebrate Christian holidays (Christmas, Easter, Thanksgiving) through art, storytelling, and service projects.
- Partner with children's ministry leaders to ensure consistency between church and school faith formation.
- Host a "Chapel Time" each week for prayer, music, and simple Bible lessons.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

4. Marketing and Enrollment

- Create a branding identity for the Pre-K (name, logo, tagline) that reflects warmth, excellence, and faith.
- Develop promotional materials, brochures, banners, website page, social media presence, and enrollment forms.
- Host open houses and preview days for parents to tour facilities and meet teachers.
- Offer early enrollment incentives (discounts, waived registration fees).
- Partner with local churches, daycare centers, and family networks to share referrals.
- Highlight testimonials and ministry stories through videos, newsletters, and social media campaigns.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

5. Awareness and Volunteerism

- Offer parent resource workshops (e.g., child development, Christian parenting, managing screen time).
- Encourage parents to volunteer in classrooms, chapel time, or seasonal celebrations.
- Host seasonal events like a Fall Festival, Christmas Program, and Spring Picnic to connect families with church life.
- Collaborate with local nonprofits (e.g., food pantries, shelters) for family service projects that model community compassion.
- **Responsibilities: TBD**

- **Timing: TBD**
- **Budget: TBD**

6. Communications

- Include Pre-K families in the church communication loop, newsletters, invitations to worship, and family ministries.
- Feature Pre-K updates and student highlights during Sunday services to reinforce connection with the congregation.
- Develop a “Church Partner Program” where members can sponsor tuition scholarships for families in need.
- Create a bridge to other ministry programs , Parents’ Night Out, Vacation Bible School, or Children’s Church , to maintain family involvement.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

7. Evaluation and Growth

- Conduct quarterly parent surveys to assess satisfaction, feedback, and program impact.
- Review staff performance and professional development needs biannually.
- Measure outcomes such as school readiness, spiritual understanding, and family engagement.
- Adjust curriculum, schedule, and communication methods based on insights.
- Plan for Phase 2 growth, such as adding a second classroom or expanding age groups, once year-one goals are met.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

8. Total Budget for all Pre-K School Development Tactics

Ministry Delivery Channels (Faith Community Members and Users)

Example: Visitor Follow-Up and Engagement Program Objective, Strategy, and Tactics

Objective (What You Will Achieve)

Increase first-time visitor retention and active engagement by 30% within 12 months through a structured, personal, and spiritually meaningful follow-up process that helps visitors feel seen, welcomed, and connected to the life of the ministry.

Key Performance Indicators (KPIs) (How you will measure it)

- 30% increase in visitors who attend more than once
- 25% of visitors enrolled in small groups, classes, or ministry teams within three months
- 100% of new visitors receive a personal contact (call, email, or note) within 48 hours
- 80% of new visitors receive at least one personal invitation to a ministry or event within 60 days

Strategy (How You Will Achieve It)

Develop a relational, multi-touch visitor follow-up and connection system that blends hospitality, communication, and personal ministry, ensuring every guest feels valued, cared for, and invited into deeper community and discipleship. This strategy emphasizes:

- Creating intentional, timely follow-up processes
- Using multiple communication channels (email, text, phone, mail, in-person)
- Engaging visitors relationally through ministry connection opportunities
- Tracking engagement and spiritual growth over time

Target Audience (Who We Are Trying to Reach)

- Visitors and prospective faith community members

Tactics (What You Will Do, Step by Step)

1. Prepare for Welcome and Connection

- Train a Hospitality and Welcome Team to greet visitors warmly before and after services.
- Establish a clear visitor process flow, from arrival to follow-up, with designated roles (e.g., greeters, ushers, follow-up coordinators).
- Provide Visitor Connection Cards (physical and digital) for collecting contact info, prayer needs, and interests.
- Create a digital visitor landing page on the ministry website with an introduction video and “Plan Your Visit” form.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

2. Initial Follow-Up (Within 48 Hours)

- Assign a Connection Coordinator or Welcome Ministry Leader to oversee timely contact.
- Send a personalized thank-you email or text within 24–48 hours, expressing gratitude for their visit and offering to answer questions.
- Include links to worship replay videos, the church calendar, or upcoming newcomer events.
- Within 72 hours, send a handwritten card or note from the pastor or a ministry volunteer expressing appreciation and extending an invitation to return.
- For visitors who shared prayer requests, ensure someone calls or messages them to pray personally and provide support.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

3. Second Touchpoint (Within 2 Weeks)

- Send a “Get to Know You” email introducing ministry opportunities (children’s ministry, small groups, outreach teams).
- Add visitors to the monthly newsletter or e-blast featuring upcoming community events.
- Follow up with a personal phone call from a pastor, ministry leader, or trained volunteer to thank them again and offer to meet for coffee or prayer.

- Invite the visitor to a Newcomer Gathering or “Meet the Pastor” session scheduled monthly.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

4. Third Touchpoint (Within 30–60 Days)

- Encourage participation in a Foundations of Faith or Membership Class.
- Provide an invitation to volunteer in simple, low-commitment service opportunities (e.g., community events, meal prep, ushering).
- Match new families with mentors or ministry partners for personal support and integration.
- Use a Customer Relationship Management (CRM) system or database to track progress, attendance, and involvement milestones. (e.g. [Tithe.ly](https://tithe.ly) offers comprehensive tools including CRM.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

5. Integration and Long-Term Engagement

- Celebrate new members and participants publicly (with consent) during worship or in newsletters.
- Share testimonies of transformation from new attendees who have become active members.
- Schedule Quarterly Social Cat for new members and ministry leaders to strengthen relationships.
- Send 6-month and 12-month follow-up surveys to measure connection satisfaction and spiritual growth.
- Encourage ongoing involvement through invitations to small groups, mission trips, or discipleship programs.
- **Responsibilities: TBD**
- **Timing: TBD**
- **Budget: TBD**

6. Total Budget All Visitor Follow-up and Engagement Tactics

Examples of Ministry Marketing Tactics

Faith Member and Community Awareness

Here are areas of Faith Member and Community Awareness that can help reach your congregation and community by sharing stories of faith, service, and transformation and inspiring involvement.

The examples of tactics below are ways each channel can reach and engage your congregation and community.

Branding

Effective branding can powerfully advance a faith ministry's cause by shaping how both members and the broader community see, feel, and connect with its mission. Branding isn't about marketing polish, it's about expressing identity, purpose, and promise in a way that reflects Christ's message and invites others into participation. Faith-based branding isn't about self-promotion. It's about mission promotion. It ensures that every visual, every word, and every interaction points back to the One you serve. When your ministry's brand reflects God's love, integrity, and joy consistently, it becomes a beacon that attracts hearts, strengthens faith, and expands your reach within the congregation and beyond.

Mission and Vision Positioning

A clearly defined mission and vision do more than decorate a website or brochure. They express the heartbeat of your ministry. When they are well-crafted, lived out, and consistently communicated, they become spiritual compasses that guide your actions, inspire your congregation, and communicate God's purpose to the community. An effective mission and vision act as beacons of light for your ministry. They clarify why you exist, unite those who serve, and inspire both your congregation and your community to join in God's redemptive work. When your ministry's mission and vision are lived consistently and not just declared. They transform faith into action, and purpose into presence.

"Write the vision; make it plain on tablets, so he may run who reads it." Habakkuk 2:2

Paid Advertising

Advertising, when guided by mission, can extend your ministry's reach to those beyond your congregation. Use local radio, community newspapers, or digital ads, such as geo-targeted Google Ad Words and Facebook ads, to highlight stories of impact such as a family supported through outreach, a youth finding purpose through service, or a community restored through faith. Every ad should reflect your values and invite participation in God's ongoing story through your ministry.

Signage, Displays, Banners, Physical Presence

Physical visibility communicates vitality and welcome. Permanent building signage and exterior lighting must reinforce the church's "brand" and identity through colors, design, and logos. Consider incorporating electronic messaging into signage to communicate service times, information on events and other important information. Place banners and displays at community events, worship entrances, and outreach sites that feature upcoming events, scripture, mission statements, or stories of lives transformed. Tailor sign messaging and graphics to the seasons, liturgical calendar, and seasonal events such as Christmas, Easter, and Thanksgiving. Even a simple sign with a heartfelt message can remind passersby that your ministry is active, accessible, and open to all. Use strategically positioned video monitors for looping presentations on upcoming programs and events, testimonials, and special messages.

Publicity

Press releases, interviews, and media coverage provide powerful opportunities to share your ministry's testimony with the broader community. Highlight not just what you do, but why and focus on God's work in and through your people. Local news stories about service projects, mission trips, or faith-based events can reach audiences who may never walk through your doors yet are looking for purpose and belonging.

Sponsorships

Sponsoring community events, concerts, or service projects allows your ministry to be a visible partner in local life. It demonstrates love in action and your willingness to invest in the well-being of your neighbors. Use sponsorship opportunities to tell the story of your mission and invite new supporters to experience your ministry firsthand.

Website

Your website serves as your ministry's digital front door. It's a place where faith, purpose, and invitation meet. Make the tone warm and relational, reflecting God's open invitation to all. Boost web presence with robust SEO strategies. Use AI agents such as Chatbots to facilitate the user experience. Include contact forms with clear next steps for involvement: volunteer sign-ups, online giving, prayer requests, and ministry contacts.

Online media can include:

Testimonials

Video or written testimonies are among the most powerful forms of ministry storytelling.

Let members and beneficiaries share how God has changed their lives through your church's programs, prayer, and community support.

Podcasts

Offer weekly reflections, sermons, or ministry interviews that bring encouragement and teaching to listeners throughout the week. Podcasts create an ongoing spiritual connection and reach new audiences beyond your local community.

Sermons

Archive sermons online for easy access. Add sermon notes, scripture references, and reflection questions so people can revisit and share the message with others.

Music Recordings

Music ministries can share recordings of worship, choir performances, or praise nights online. Music often touches hearts where words cannot, making it a beautiful outreach tool.

Study Library, Lectionary, and Study Bible

Offer downloadable or searchable study materials to help believers deepen their faith.

These tools empower personal devotion and small group study, nurturing discipleship within and beyond the congregation.

Mobile App

A ministry mobile app keeps your faith community connected daily. Include devotionals, prayer requests, giving tools, and notifications for upcoming events or needs. Apps allow people to engage with your ministry anytime by turning digital convenience into spiritual connection.

Online Calendar of Events

An up-to-date, easy-to-navigate calendar keeps your congregation informed and shows your community that your ministry is active and engaged. Include worship services, Bible studies, mission trips, and volunteer opportunities with links to register or learn more. Integrate storytelling by adding short highlights from past events or quotes from participants.

Email Messaging

Email platforms such as [Constant Contact](#), [Mailchimp](#), [Flocknote](#), or [Breeze](#) give ministries a powerful and efficient way to communicate with their congregation, volunteers, donors, and the surrounding community. Email administrators can track opens and click-throughs to measure levels of engagement. Used well, email becomes a consistent, relational, and mission-driven touchpoint that keeps people informed, encouraged, and engaged. Email messaging platforms help ministries communicate more clearly, consistently, and compassionately by strengthening relationships, increasing participation, and extending spiritual encouragement throughout the week. When used well, email becomes a digital ministry tool that supports:

- Discipleship
- Hospitality
- Outreach
- Stewardship
- Community connection

“Encourage one another and build each other up.” 1 Thessalonians 5:11

SMS Text Messaging

SMS Text Messaging allows members to opt in to text messaging notifications. It's cost-effective and It can significantly improve your ministry's communication with members by providing highly targeted direct, regularly scheduled, fast, and engaging communication. Available as an add-on service through Constant Contact and other providers.

Social Media

Facebook Group

Create private or public groups to build community through ongoing discussion, prayer requests, and fellowship. Groups provide a safe space for members to encourage one another, share devotionals, and organize ministry activities that can extend the spirit of church beyond Sunday.

Facebook

Use Facebook to nurture your faith community throughout the week and not just on Sunday. Share personal testimonies, photos from service projects, scripture reflections, and livestreams of worship. Encourage members to comment, pray for one another, and share posts as a form of digital evangelism.

Instagram

Visual storytelling shines here. Share inspiring photos, behind-the-scenes moments, and short videos that capture joy, compassion, and connection. Highlight ministry life such as a child receiving a Bible, a volunteer team at work, or a community meal in progress to make God's love visible through imagery.

YouTube

YouTube is perfect for video reels, both long and short, sermons and repurposed content, music performances, and testimonials. Churches should experiment with various video styles including “lo-fi” video shorts and selfie style videos that appear spontaneous and unrehearsed, therefore more trustworthy.

Live Streaming Worship and Programs

Livestreaming breaks down barriers of distance and accessibility. Whether it's a Sunday sermon, Bible study, or community outreach, livestreams allow homebound members, travelers, and new seekers to participate in worship. Encourage virtual attendees to share prayer requests, give online, and connect afterward for fellowship.

Literature and Personalized Direct Mail

Newsletter (Print and Online)

Regular newsletters strengthen connection and transparency. Share ministry updates, financial stewardship, and faith stories that demonstrate how contributions make a real difference.

Worship Bulletins

Beyond logistics, bulletins can include scripture reflections, calls to service, or brief ministry highlights that connect worship to everyday life.

Annual Report

Transform your annual report into a testimony of God's faithfulness by sharing measurable outcomes alongside stories of spiritual growth.

Magazines (Print and Online)

Ministry magazines offer deeper storytelling such as profiles of volunteers, devotionals, and features on missions or community partners.

Brochures (Mission-Focused)

Use brochures for outreach and visitor engagement, focusing on how your ministry's programs meet physical, emotional, and spiritual needs.

Personalized Direct Mail

Personalized direct mail including physical letters, postcards, brochures, or packages customized to each recipient can be a powerful complement to digital channels. It helps organizations strengthen relationships and improve communication with stakeholders by combining tangibility, personalization, and credibility in ways that digital-only outreach can't always achieve.

Church Directory

Church directories, with or without pictures of members, can be made available in both printed and online editions. The key is to keep them updated and current.

Logoed Merchandise and Apparel

Apparel and merchandise aren't just fundraisers. They're walking testimonies. When members wear branded shirts or hats with scripture or ministry logos, they spark conversations and visibly represent their faith in the community.

Welcome Bags / Kits

Welcome kits extend hospitality to new visitors. Include a welcome letter, brochure about your ministry's mission, a small gift (like a devotional or bookmark), and a personal invitation to get involved. First impressions matter and a warm welcome communicates God's love in action.

Neighborhood Canvassing

Neighborhood canvassing improve a ministry's traffic by creating authentic, local, human connections that lead to greater awareness, participation, and loyalty. When it's combined with digital tools, like QR codes, SMS, and email follow-ups, or geotargeted ads, it transforms from a traditional grassroots tactic into a high-conversion, data-rich outreach strategy.

Stewardship and Giving

Stewardship in ministry is more than raising funds. It's discipleship in action. Faithful giving is an act of worship, gratitude, and partnership in God's mission. Effective stewardship ministries cultivate generosity not through pressure, but through purpose, transparency, and spiritual invitation. Below are key areas of giving and how each can inspire faith, participation, and long-term sustainability for your ministry.

Monetary Gifts to Support Ongoing Operations

Annual Giving and Tithing Campaign

Annual giving and tithing campaigns form the foundation of faithful stewardship. Use scripture-based messaging that connects giving with gratitude and trust in God's provision (e.g., *Malachi 3:10*, *2 Corinthians 9:7*). Include testimonies from members whose lives have been blessed through giving and the ministry's impact. Use multiple communication channels such as worship moments, newsletters, social media, and personal letters, to encourage consistent, prayerful participation throughout the year.

Goal: Build a culture of faithful, recurring giving that supports the ministry's annual mission and operational needs.

Year-End Giving

The close of the year offers a natural time for reflection, thanksgiving, and generosity. Encourage members to give from a spirit of gratitude for the blessings of the year. Remind supporters that year-end gifts strengthen the ministry's ability to serve others and begin the new year with strong momentum. Use personalized messages, special services, and digital giving reminders in November and December.

Goal: Encourage joyful, tax-beneficial, and spiritually meaningful year-end contributions.

Endowment Gifts

An endowment gift is a lasting legacy of faith. It's an offering that keeps giving for generations. Promote endowment opportunities for members who wish to ensure the ministry's mission endures beyond their lifetime. Communicate clearly how endowment funds are managed, used, and celebrated (e.g., scholarships, ministry support, building upkeep). Offer educational sessions or consultations on estate and planned giving.

Goal: Build long-term financial stability and honor the legacy of faithful supporters.

Legacy and Planned Giving

Encourage members to include your ministry in their will or estate plans as an expression of lifelong faith. Host workshops on Christian estate planning, emphasizing stewardship as a lasting act of discipleship.

Plate Offerings

Monetary gifts collected during regular worship services often come from visitors and regular attendees who do not tithe or give with consistency.

Digital and Mobile Giving

Offer multiple giving options including online, text-to-give, or mobile app, making it easy for members to support ministry anytime. Include spiritual messages that remind users each gift, no matter how small, helps advance God's Kingdom.

Monetary Gifts to Support Specific Needs

Memorial Gifts

Memorial gifts honor loved ones while advancing ministry. Encourage families and friends to contribute to the church or ministry in remembrance of a member or community figure. Use these gifts to fund something meaningful such as a scholarship, garden, or outreach program. Commemorate it with sensitivity and gratitude.

Goal: Transform remembrance into renewal by channeling grief into life-giving ministry work.

Special Projects Funding

Special projects invite members to participate in tangible acts of generosity. Examples include supporting music ministry, missionary sponsorships, stained glass restoration, technology upgrades, or furnishings. Frame each project as an opportunity to invest in God's work, not just to buy items, but to enable ministry. Share the story of the project's purpose, the need, and the expected impact.

Goal: Inspire targeted generosity tied to visible, meaningful results.

Building Campaigns

Building or renovation campaigns give ministries a chance to cast a long-term vision for growth. Focus communication on how new spaces, whether a sanctuary, fellowship hall, education wing, or memorial garden, will expand opportunities for worship, discipleship, and outreach. Use visual storytelling (architectural renderings, progress videos, dedication ceremonies) to help members feel personally invested in building God's house.

Goal: Unite the congregation in faith, prayer, and shared purpose to strengthen the church's physical and spiritual foundation.

Mission and Outreach Sponsorships

Allow members to “adopt” specific outreach efforts by supporting missionaries, feeding programs, or international partners. Provide regular updates, photos, and testimonies to show their impact.

Designated Offerings

Provide opportunities to give toward specific ministry areas (e.g., youth, worship, benevolence, missions). This helps connect donors' passions with tangible impact.

Flowers in the Worship Center

Providing altar or sanctuary flowers allows members to give symbolically, marking special occasions such as birthdays, anniversaries, or memorials. Display these gifts during worship with a note of dedication, acknowledging both the giver and the spiritual significance of their contribution.

Goal: Reinforce that beauty, gratitude, and giving are all forms of worship.

Funding Events

Events are both fundraising tools and community-building experiences. They foster fellowship while advancing ministry goals.

Silent Auctions

Encourage members, local businesses, and artisans to contribute items or services.

Use storytelling at the event to connect bids to ministry impact. For example, “Your winning bid helps fund our youth mission trip.”

Raffles

Host raffles responsibly, ensuring compliance with local laws. Pair them with a social event or festival to increase participation and outreach visibility.

Golf Tournaments

Invite local supporters, sponsors, and church members to join for a day of fellowship and fundraising. Integrate prayer, gratitude, and testimonies to remind participants that their enjoyment supports God's work.

Goal: Combine fun and fellowship with generosity, making giving a joyful community experience.

Programs and Ministry Services

Programs and ministry services are where faith becomes visible and where the Gospel moves from the sanctuary into the streets, neighborhoods, and nations. These initiatives represent the heart of the church's mission: to love God, serve others, and make disciples of all nations. Whether local or global, each program offers opportunities to live out the Great Commission, build community, and reflect God's love in practical, transformative ways.

Missionaries and Relief Organizations

Global Missionary and Relief Support

Supporting missionaries and relief organizations is one of the most powerful ways ministries extend their reach beyond their walls. Provide financial, prayer, and logistical support to missionaries serving both locally and internationally. Regularly highlight their stories through worship services, newsletters, and videos so the congregation can see the impact of their giving and prayers. Encourage "adopt-a-missionary" partnerships where individuals, families, or small groups commit to ongoing support.

Impact: Expands the reach of your ministry, fulfills the Great Commission, and unites your congregation in global discipleship.

International Ministry organization Examples

- **World Vision International:** An evangelical Christian NGO focused on humanitarian and disaster relief, with a significant emphasis on child sponsorship and programs to empower communities in over 90 countries.
- **Samaritan's Purse:** A Christian charity that provides critical needs like food, water, shelter, and medicine to those in crisis and conflict zones in more than 100 countries.

- **Compassion International:** This organization works exclusively through local churches to support children in over 25 countries across Africa, Asia, and Latin America through one-on-one sponsorship programs that foster development.
- **MAP International:** A global health and development organization that provides medicine and health supplies to communities in need.
- **World Relief:** An organization that provides disaster relief, refugee services, and community development programs, often working with government grants.
- **Heifer Project International:** Founded by a Midwestern farmer, Heifer is devoted to offering sustainable agriculture as a lasting way to alleviate poverty around the world. Heifer brings individual freedom to families living in extreme poverty by giving them the means to produce food that can be used for their families and sold at market.
- **Denomination Based Relief Organizations:** If your church is affiliated with a denomination, it may offer its own international relief agencies.

Community Ministry Partners

Partnering with established organizations in the community allows your ministry to multiply its impact through collaboration. Work alongside local and national ministries that share your values by providing workforce, resources, or facilities to support their missions. For example, join Habitat for Humanity builds, sponsor meals for Salvation Army shelters, or provide volunteers for pregnancy care centers.

Impact: Strengthens community ties, amplifies outreach, and demonstrates Christian unity through shared service.

Community Ministry Partner Examples

- **Habitat for Humanity:** Habitat for Humanity International is explicitly a Christian organization with a ministry that aims to eliminate substandard housing and homelessness.
- **Salvation Army:** The Salvation Army has more than 7,500 centers around the U.S. serving those who are most in need: the hungry, the outcast, the lonely, and the shelter less.
- **Feeding America:** One in eight Americans struggles with hunger every day, says Feeding America. Working through its networks of food banks, Feeding America endeavors to solve the issues of hunger and food insecurity in the U.S.

- **CaringBridge.org:** CaringBridge is a platform that allows any individual who is experiencing a health crisis to connect with the world for help. It leverages the American community to help some of the neediest citizens and inspires one of its most powerful values: compassion.
- **Local Relief Organizations:** Look for local relief organizations within your community such as pregnancy centers, homeless shelters, and feeding centers.

Church School

A church school, whether a preschool, K–12 academy, or weekday enrichment program, can be one of the most effective long-term ways to extend a ministry's reach and build enduring relationships with families both inside and outside the congregation. It combines education, faith formation, and community service into a single, relational platform.

Impact: A church school builds community, trust, and long-term relationships that connect faith to everyday life. It allows the ministry to move from “a place people visit on Sundays” to “a community that shapes families all week long.”

Member Training and Education

Internships and Vocational Residency

Develop internship or ministry residency programs for young adults exploring vocational ministry or service leadership. Offer opportunities to serve in preaching, worship, youth ministry, missions, or administration.

Mentor residents to grow both spiritually and professionally as future leaders of faith.

Impact: Raises up the next generation of servant leaders, investing in the long-term sustainability of ministry.

Job Skills or Financial Literacy Workshops

Help church members improve their livelihoods and learn stewardship principles.

Youth Leadership Training

Equip young believers to lead and serve in missions, worship, and community service.

Mentoring and Tutoring

Pair congregation members with students or young adults for guidance and discipleship.

Giving and Sharing

Christmas Gift Boxes (Operation Christmas Child, Local Family Outreach)

Collect and distribute Christmas boxes filled with gifts, school supplies, and devotionals for children and families in need. Partner with organizations like Samaritan's Purse or create a local initiative that reflects Christ's generosity during the holidays. Include prayer cards and messages of hope in each box.

Impact: Shares the message of Christ's love through tangible gifts and prayer, opening hearts during a season of joy and compassion.

Backpacks for Kids

Provide backpacks filled with school supplies, snacks, and notes of encouragement for students in need. Partner with local schools or family resource centers to identify recipients. Include age-appropriate devotionals or Bible verses to remind students of God's love and their worth.

Impact: Helps children start the school year with confidence, showing families that faith and community care go hand in hand.

Community Nutrition and Wellbeing

Food Truck Ministry

A church-operated food truck ministry blends practical compassion with relational outreach. It takes the church's mission directly into the streets, feeding bodies, listening to hearts, and planting seeds of faith through consistent presence and service. It's not just about handing out soup, but also about bringing hope, restoring dignity, and demonstrating God's love in motion.

Impact: It combines compassion, mobility, and relationship-building in a way that traditional stationary programs often cannot.

Thanksgiving and Christmas Meals

Organize community-wide Thanksgiving and Christmas dinners or deliver meals to homebound neighbors. Invite congregation members to serve, cook, or provide food donations. Transform the event into an opportunity for fellowship and gratitude, celebrating God's provision together.

Impact: Builds bridges of compassion, combats isolation, and reminds communities that the church is a place of belonging and generosity.

Community Food Drive and Food Pantry

Collect and distribute food to individuals and families facing hunger or hardship. Partner with local grocers, schools, and civic groups to sustain regular donations. Offer prayer and spiritual resources along with food assistance to meet both physical and spiritual needs.

Impact: Embodies Christ's compassion by meeting essential needs and demonstrating faith through service.

Thrift Shop and Clothing Drive

A church-operated thrift shop can be an exceptionally effective and sustainable form of ministry and community outreach. It meets both practical needs and spiritual opportunities, blending compassion, stewardship, and connection in a way that aligns perfectly with a church's mission.

Impact: a community mission center operating as a store can provide dignity to those in need, fosters relationships, empowers volunteers, supports other ministries, and projects the church's values into the heart of the community.

Community Events, Festivals, and Fairs

Host family-friendly events such as fall festivals, outdoor concerts, movie nights, or block parties.

Use these gatherings to connect with neighbors, offer prayer stations, distribute ministry materials, and build relationships in a relaxed, welcoming environment.

Impact: Creates safe, joyful spaces for connection where faith is shared through hospitality and presence, not pressure.

Health and Wellness

Community Health Screenings and Blood Drives

Partner with medical professionals and organizations like the Red Cross to host blood drives, health checks, and wellness fairs. Use these events to promote holistic well-being, including physical, emotional, and spiritual. Offer prayer booths or pastoral counseling alongside health services.

Impact: Positions your ministry as a source of healing and care, reflecting Christ's ministry of compassion to the whole person.

Fitness Center, Organized Sports, and Wellness Programs

Health and recreation ministries can reach individuals who might not connect through traditional worship. Offer fitness classes, walking groups, yoga, Zumba, or sports leagues with a faith-based

approach that integrates prayer, scripture, and fellowship. Encourage members to invite neighbors, coworkers, and friends. Larger ministries could consider building large fitness centers that could include aquatics, courts for basketball and other sports, exercise rooms, and specialty rooms for ballet and dance practice.

Impact: Promotes stewardship of the body, fosters outreach, and models holistic discipleship , body, mind, and spirit.

Church Fellowship Events

Sunday Coffee and Fellowship

Create informal spaces before and after worship where relationships can deepen. Encourage ministry leaders to mingle, listen, and engage in conversations that nurture belonging. Use these moments for discipleship invitations, small group promotion, or community updates.

Impact: Builds community bonds, fosters authentic connection, and helps visitors transition from attendees to participants.

Church Picnics and Potluck Dinners

Regular, annual, or seasonal picnics and potluck dinners foster fellowship and community connection. Use these events as outreach opportunities, inviting the broader community, local families, and ministry partners. Include music, testimonies, games, and prayer time to celebrate unity in Christ.

Impact: Strengthens relationships within the congregation while creating a warm, welcoming environment for newcomers.

Game Nights

Game nights offers members and families the chance to connect on a personal level in a fun and engaging way outside of a worship setting.

Impact: Promotes understanding of different personalities and improves interpersonal relationships.

Church Member Services

Bookstore and Giftshop

Operate a ministry bookstore offering Bibles, devotionals, study guides, and Christian literature. Include inspirational gifts, fair-trade items, or materials supporting mission projects. Use sales proceeds to fund outreach or discipleship programs.

Impact: Encourages faith development and provides resources for spiritual growth, while supporting ministry goals.

Library

Establish a church library or digital resource center where members can borrow books, videos, or study materials. Feature sections on theology, marriage, parenting, and spiritual growth. Encourage small groups to use the library as a hub for learning and discussion.

Impact: Supports discipleship, lifelong learning, and access to faith-enriching resources.

Performing Arts Center

A performing arts center allows a large church to move from being just a place of worship to being a cultural, spiritual, and community beacon. It amplifies outreach, fosters creativity, develops talent, strengthens financial health, and elevates the church's presence as a vital part of the city's cultural and spiritual life.

Impact: Promotes *transformational advantages*, both spiritually and strategically. It can expand the church's reach, deepen community relationships, and strengthen long-term sustainability.

Café

Create a welcoming café space where members and visitors can connect over coffee or meals. Use the café for small group gatherings, prayer meetings, or community drop-ins. Offer Christian music, devotionals, and ministry updates to maintain a faith-centered atmosphere.

Impact: Builds hospitality into your ministry's culture, turning a cup of coffee into a moment of connection, evangelism, and care.

Volunteerism

Hands-on Service

Empower members to take ownership of their church through participation in worship, sound, AV, or other creative ministries.

Clean-up Days

Arrange special clean-up days in the Spring and Fall to help enhance the appearance of facilities while promoting fellowship.

Decorating for the Seasons

Involve members in decorating and “greening” the church during Advent and Christmas.

Parents' Night Out

Offer childcare nights that give parents rest and fellowship while modeling Christian hospitality and support.

Impact: Builds trust, plants faith early, and engages entire families through care and education.

Disaster Relief Teams

Mobilize volunteers to provide immediate help and spiritual support after natural disasters.

Senior Ministry

Visit care facilities, offer transportation, and create fellowship for aging members.

Ministry Delivery Channels

Ministry delivery channels are the pathways through which your church brings God's Word, grace, and community into people's lives. They represent every gathering, outreach, and service opportunity that connects your mission to the people you serve, from weekly worship to global missions. When approached strategically and prayerfully, these channels don't just serve existing members. They become bridges that reach new hearts, nurture discipleship, and grow the presence of Christ's church in the world.

Worship Services

Worship is the heart of every faith community where people encounter God's presence, find renewal, and unite as the Body of Christ. Offering diverse worship formats and times allows your ministry to meet people where they are: spiritually, culturally, and personally.

Sunday Morning Worship

Worship is the cornerstone of congregational life. It's a time of praise, preaching, and fellowship that grounds the week in God's Word. Use this service to celebrate community, share testimonies, and invite all to experience spiritual renewal.

Sunday Evening Worship

Offers a more reflective or informal setting, ideal for prayer, contemporary music, or smaller group connection. It provides a second touchpoint for members who seek quiet reflection or those who can't attend morning worship.

Week-Day Worship

Week-Day services sustain spiritual growth between Sundays. They may feature teaching series, communion, or worship and prayer gatherings that strengthen discipleship.

Saturday Worship

Ideal for individuals and families with Sunday commitments or non-traditional schedules.

This option also reaches seekers who are exploring faith outside the traditional Sunday pattern.

Classical, Contemporary, and Blended Styles

Different worship styles attract different audiences. Classical services often feature traditional liturgy, hymns, and choir-led music, while contemporary worship uses praise bands and multimedia to reach younger or newer believers. Blended services can combine the best aspects of each style of worship. Both express timeless truths through culturally resonant forms.

Youth Worship

Youth services combine contemporary music with upbeat and alternative worship styles to create safe, energizing spaces for young believers to lead and grow in faith.

Special Needs-Focused Worship

Special needs worship services extend inclusion and belonging to all God's children and young adults with special needs through adaptive music, sensory-friendly settings, pastoral care, and other specialized instruction methods.

Worship Space and Facilities

Your physical environment reflects your ministry's heart. Design worship spaces and education areas that foster community, learning, and accessibility. Use signage, lighting, and art to communicate welcome and reverence, ensuring every corner of your building supports connection, ministry, and mission.

Impact: Worship services unify believers, invite seekers, and establish a rhythm of praise and discipleship that anchors all ministry activities.

Pastoral Care

Pastoral care extends the church's compassion to those facing illness, loss, or life challenges.

Through presence, prayer, and spiritual guidance, pastoral care ensures that no member walks alone.

Impact: Pastoral care reflects Christ's compassion and deepens the bonds of community through presence and prayer.

Hospital and Nursing Facilities

Pastors and care teams visit members in hospitals or long-term care facilities, offering prayer, communion, and comfort. These visits remind patients they remain part of the faith family and under God's care.

End-of-Life and Hospice Care

Provide spiritual support to individuals and families during transition and grief. End-of-life ministry emphasizes hope, eternal life, and peace in Christ.

Confessional and Counseling

Create safe, confidential spaces where individuals can confess burdens, seek forgiveness, and receive pastoral guidance. Offer biblical counseling, emphasizing grace and restoration.

Prayer and Counseling

Prayer is the heartbeat of ministry. Offer regular prayer meetings, intercessory teams, and counseling ministries that respond to members' spiritual and emotional needs. Encourage digital and in-person prayer requests, creating a culture of ongoing intercession.

Impact: Builds spiritual resilience, healing, and unity across the church body.

Visitors and New Members

Follow-up with Church Visitors

Have in place a systematic follow-up process for church visitors. Could include follow-up a phone call and email, welcome bag, invitation to attend a pastor's luncheon, information on inquirers classes, and personal home visit.

Inquirers' Classes / Introduction to the Faith

Provide classes for those exploring Christianity or seeking church membership. Cover foundational beliefs, practices, and spiritual disciplines in a welcoming, nonjudgmental environment. Include opportunities for dialogue, mentorship, and personal testimony.

Impact: Helps seekers grow from curiosity to commitment, supporting their journey into faith and community.

Music Ministry

Music is both worship and outreach, a universal language that draws hearts toward God.

A thriving music ministry unites people of all ages and backgrounds through praise and performance.

Adult Choirs

Inspire worship with choral excellence, blending tradition with heartfelt devotion.

Choirs also serve as community, fostering fellowship and spiritual growth among members.

Children's Music

Nurtures faith formation through song and creativity. Teaching children scripture, teamwork, and the joy of praise.

Praise Band

Praise bands can do much to support contemporary worship experiences that engage younger generations and seekers. Crossing all demographics, praise bands can become locally recognized to reach audiences in performances beyond the church walls.

Classical Orchestra

A classical orchestra can take a lead in more formalized worship styles that can engage with audiences representing all demographics. Orchestras can also collaborate in concerts or local performances to reach beyond church walls.

Bell Choir

Bell choirs offer unique musical performance experiences and invite all levels of music enthusiasts to participate.

Guest Performances, Pageants and Concerts

Special music events, such as Christmas or Easter pageants, or community concerts, open doors for outreach and evangelism. Invite local artists, schools, and choirs to collaborate.

Music School

Offer lessons in voice and instruments as ministry outreach. Integrate prayer, scripture, and mentorship to help students develop both musical skill and spiritual growth.

Impact: Music touches the soul, transcends barriers, and brings worship alive for believers and seekers alike.

Faith Formation

Children's Ministries

Children's ministries sow the seeds of lifelong faith. They offer safe, joyful spaces where children learn about God's love and experience the Gospel in action.

Confirmation and Leadership Roles

Equip youth for mature discipleship through confirmation, leadership training, and peer mentoring.

Nursery, Sunday School, and Bible Lessons

Provide nurturing care and age-appropriate teaching that introduces foundational faith concepts. Use creative storytelling, crafts, and music to make scripture come alive.

Vacation Bible School (VBS), Preschool, and School Programs

VBS and educational ministries reach families beyond regular attendees. Each becomes an evangelistic opportunity to engage new households and strengthen the church's connection to the community.

Youth Ministries

Youth ministries shape future disciples and leaders. They provide safe spaces for growth, service, and belonging, blending faith, fun, and purpose.

Camps, Youth Mission Trips, and Service Projects

These experiences teach sacrifice, teamwork, and the joy of serving others. Mission trips especially help youth see their role in global Christianity.

Adult Ministries

Adult ministries help believers grow deeper in faith and community through learning, service, and spiritual support.

Bible Studies, Small Groups, and Spiritual Formation

Provide ongoing opportunities for scriptural study, prayer, and accountability. Small groups foster relational discipleship which is a vital bridge between Sunday worship and daily living.

Lay Leadership Development

Train lay leaders, ministry coordinators, and small group facilitators to serve confidently and biblically.

Theology and Guest Lecture Series

Encourage deeper understanding of faith and culture through lectures and workshops. Invite theologians, missionaries, or Christian authors to inspire growth.

Retreats, Pilgrimages, and Mission Trips

Provide transformative experiences where faith is renewed through reflection, travel, and service.

Impact: Builds mature disciples, strengthens families, and forms leaders who carry the Gospel into their workplaces and communities.

Community Groups

Scouts

Allow scouting programs to use church facilities mid-week, helping to connect with a children and youth outside of the church beyond Sunday morning.

Impact: Builds lifelong discipleship and connects youth passion to service, worship, and mission.

Campus Ministries

Support young adults on campus small groups and satellite worship experiences to connect them with your ministry.

Life Changes Support Ministries

Offer programs such as divorce recovery, grief counseling, and to meet the special immediate needs of church members and members of the community with compassion and hope.

Caregiver Respite

Train members to offer caregivers who are church and community members respite from their daily and ongoing caregiver responsibilities.

Church Planting and Satellite Locations

Church planting and satellite campuses extend the church's presence into new communities. Establish new congregations where spiritual need or population growth exists. Leverage technology for shared teaching while empowering local leadership for contextual ministry. Consider places and communities where there is an absence of places to worship including:

- Assisted living centers and nursing homes
- New towns and planned communities
- Revitalized urban centers
- Campus settings

Impact: Extends the ministry's reach, decentralizes leadership, and allows the Gospel to take root in diverse communities.

Helpful Resources – Faith and Culture Insights, Demographics

There are several highly respected organizations and research centers that produce reliable insights on Christian faith, culture, leadership, vocation, and generational belief trends in the U.S. Many of these are used by ministries, seminaries, nonprofits, denominational leaders, and researchers to inform strategy, outreach, and discipleship planning.

1. Barna Group

What it is: The Barna Group is a U.S.-based research and consulting organization that studies Christian faith, beliefs, culture, and generational trends, primarily within the evangelical and broader Christian community.

What Barna Group Does: Barna conducts surveys, studies, and trend analysis focused on how people think about:

- Faith and spirituality
- Church attendance and engagement
- Generational belief patterns (Gen Z, Millennials, Gen X, Boomers)
- Leadership, vocation, and calling
- Cultural influences on Christianity
- Ministry effectiveness and discipleship

Their work is widely used by church leaders, pastors, nonprofits, seminaries, and faith-based organizations to inform strategy, outreach, and leadership development.

What Barna Is Known For:

- Data-driven insights on faith and culture
- Generational research, especially on younger Christians
- Coining widely referenced concepts like “the Nones” (people with no religious affiliation)
- Annual reports and books that translate research into practical ministry implications

How Ministries Use Barna: Faith-based organizations often use Barna research to:

- Understand cultural and belief shifts
- Shape outreach and discipleship strategies
- Inform communications and messaging

- Guide leadership development and training
- Support planning and decision-making with credible data

Why Barna Is Influential:

Barna bridges the gap between academic research and practical ministry application. Their findings are frequently cited in sermons, leadership training, planning retreats, and Christian media.

www.barnagroup.com

2. Pew Research Center, Religion & Public Life

What it is: A widely cited, nonpartisan research organization that studies religion, public opinion, and social trends.

Strengths:

- Deep, longitudinal surveys on U.S. religious affiliation, belief, church attendance, and demographic shifts.
- Data on interfaith trends, religious identity, and the social/political role of religion.
- Freely accessible reports and datasets.

Useful for: Understanding macro-level religious trends across generations and faith groups.

<https://www.pewresearch.org/religion/>

3. Fuller Youth Institute (FYI)

What it is: A research arm of Fuller Seminary focusing on youth, young adults, and intergenerational faith development.

Strengths:

- Studies on how faith develops across life stages.
- Insights on youth ministry, discipleship, and spiritual leadership.
- Practical resources and coaching for churches.

Useful for: Generational discipleship strategy and understanding young believer trends.

<https://fulleryouthinstitute.org/>

4. Faith Communities Today (FACT)

What it is: A broad, ecumenical research project that surveys congregations and faith communities in the U.S.

Strengths:

- Data on congregational practices, worship participation, leadership, and engagement.
- Trends on vitality, outreach, giving, and organizational health.
- Useful benchmarking data.

Useful for: Ministry benchmarking and congregation-level planning.

<https://faithcommunitiestoday.org/>

5. Lifeway Research

What it is: The research arm of Lifeway Christian Resources (Southern Baptist-affiliated, but widely used).

Strengths:

- Polls and studies on church attendance, beliefs, cultural trends, and ministry practices.
- Generational, gender, and demographic insights.
- Short reports with clear implications for ministry.

Useful for: Practical, ministry-focused data and trend snapshots.

<https://research.lifeway.com/>

6. Hartford Institute for Religion Research

What it is: A research institute based at Hartford Seminary focused on congregational studies and religious trends.

Strengths:

- Congregational research databases (ARD — American Congregational Research Database).
- Studies on leadership, diversity, and congregational life.

Useful for: In-depth, academic yet accessible congregation-level data.

<https://hrr.hartsem.edu/>

7. Association of Religion Data Archives (ARDA)

What it is: A massive, searchable archive of religious data from diverse surveys and studies.

Strengths:

- County-level and national-level data sets.
- Historical trends and custom query tools.

Useful for: Custom research, demographic mapping, and academic project support.

<https://www.thearda.com/>

8. American Bible Society, State of the Bible

What it is: Annual reports focusing on Bible engagement in the U.S.

Strengths:

- Data on Bible reading habits, attitudes, and demographic patterns.
- Yearly insights into cultural correlation with Scripture engagement.

Useful for: Understanding Scripture engagement trends and spiritual formation patterns.

<https://www.americanbible.org/state-of-the-bible/>

9. Demographic Data

Churches that want to understand where their community's growth is headed and desire deeper insights about people and family patterns by county, zip code, or a set distance from the church should look for reliable demographic data sources that are regularly updated, geographically precise, and easy to integrate into planning. Here are some sources (free and paid), what they offer, and when to use each:

Federal Government and Public Data Sources (Best Free Data)

U.S. Census Bureau

The gold standard for demographic data in the U.S.

Key Tools:

- data.census.gov, interactive search of population, age, race, income, education, household type, family structure, housing, etc.

- American Community Survey (ACS), detailed annual estimates at county, zip code (approximate via ZIP Code Tabulation Areas), and Census tract levels.
- Decennial Census, every 10 years, full population count with complete demographic breakdowns.

Good For:

- Congregational planning
- Community needs assessments
- Long-term strategic planning

Website:

<https://www.census.gov>

TIGER/Line Shapefiles (Geographic Boundaries)

Useful for plotting data on maps and performing radius or service-area mapping.

Good For:

- GIS analysis
- Mapping neighborhoods within a 1-, 3-, or 5-mile radius

Website:

<https://www.census.gov/geographies/mapping-files/time-series/geo/tiger-line.html>

Community Profile Tools (Free and Easy to Use)

Social Explorer

Interactive maps and easy export of key demographic variables.

Good For:

- Quick visualizations
- Basic church planning reports

Website:

<https://www.socialexplorer.com>

PolicyMap

Map-based tool with layers for demographics, housing, income, jobs, and more.

Good For:

- Site selection
- Community engagement planning
- Outreach targeting

Website:

<https://www.policymap.com>

SimplyAnalytics

Data visualization, radius/distance mapping, and easy demographic reports.

Good For:

- Outreach strategy
- Grant proposals
- Ministry impact planning

Website:

<https://simplyanalytics.com>

(Often available through library access. Churches or ministry planners can get free access via public or university libraries.)

Demographic Analysis Worksheet

Understanding the People God Has Placed Around Us

Purpose:

This worksheet helps your ministry understand the people, families, and communities within your service area to help you better align worship, programs, outreach, and communications with real needs and opportunities. Refer to demographic data sources starting on page 102 in this planning guide ADDENDUM. With input, AI can help compile much of the data from various sources and help provide analysis and insights.

Ministry (Church) Name	
Ministry Service Areas	
States	
Counties	
Cities	
ZIP Codes	
Radius (miles) from Set Point (Address)	
Data Sources Used	
1. Population Size and Growth	What it tells you: How many people live in your service area and whether the community is growing or shrinking. Why it matters to churches: Growth may signal opportunity for expansion or new ministries. Decline may require consolidation or renewed outreach.

	Ministry decisions influenced: Worship service times, Facility expansion or downsizing, Church planting, or satellite locations
Total Population	
Population Growth Trends	
Median Age	
Population Implications	
2. Age Distribution	What it tells you: The proportion of children, teens, young adults, families, and seniors. Why it matters: Determines which ministries should be prioritized. Ministry decisions influenced: Nursery, Sunday school, youth group, or senior care, Music style and worship format, Volunteer recruitment focus
Children (0-12)	
Youth (13-18)	
Young Adults (19-34)	
Adults (35-54)	
Older Adults (55-74)	
Seniors (75+)	
Age Distribution Implications	

3. Household and Family Structure	What it tells you: Married couples, single parents, multigenerational households, individuals living alone. Why it matters: Different family types have different spiritual and practical needs. Ministry decisions influenced: Parenting classes, Marriage enrichment, Divorce recovery, Caregiver support, Young adult ministries How many families have children at home. Why it matters: Children's ministry often drives long-term church growth. Ministry decisions influenced: Pre-K and preschool programs, Vacation Bible School, Youth staffing and volunteers, Family-focused outreach
Married Couples	
Single Parents	
Single, Not Married	
Households with Children	
Average Number of Children Per Household, Ages 0-12	
Household and Family Structure Implications	
4. Income Levels	What it tells you: Household income distribution and economic diversity. Why it matters: Helps churches plan stewardship strategies with sensitivity and realism. Ministry decisions influenced: Giving expectations and messaging, Scholarship or assistance programs, Outreach, and benevolence ministries
Median Income Per Household	
Poverty Level	

Income Levels Implications		
5. Education Levels	What it tells you: Highest education attained in the community. Why it matters: Education often correlates with learning preferences and engagement styles. Ministry decisions influenced: Bible study formats, Lecture vs. discussion-based learning, Teaching depth and communication style	
% Completing High School	% Completing College	% Completing College Post-Graduate
Education Levels Implications		
6. Housing Type and Stability	What it tells you: Renters vs. homeowners, length of residence, housing density. Why it matters: Stability often influences long-term engagement and membership. Ministry decisions influenced: Newcomer follow-up strategy, Small group models, Outreach to apartment complexes	
% of Residents Homeowners		
Average Number of Years Home Ownership		
% of Residents Renters		
Housing Type and Stability Implications		
7. Ethnicity, Language, and Cultural Background	What it tells you: Cultural diversity and languages spoken at home. Why it matters: Ensures hospitality and inclusion. Ministry decisions influenced: Multilingual services, Cultural celebrations, Bilingual staff or volunteers, Community partnerships	

Ethnic Groups	
Languages Spoken	
Implications for Ethnicity, Language, and Cultural Background	
8. Religious Affiliation and Faith Background	What it tells you: Percentage of people who are religiously affiliated, unaffiliated, or from other faith traditions. Why it matters: Shapes evangelism, seeker engagement, and discipleship approach. Ministry decisions influenced: Inquirers' classes, Outreach tone and messaging, Alpha, or seeker-friendly programs
% of Population Affiliated with a Christian Church	
% of Population Affiliated with Other Faith Traditions	
% of Population Non-Affiliated	
Implications for Affiliation and Faith Background	
9. Top Demographic Insights	
1.	

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5.	

About the Author

RE (Bob) Casper

RE (Bob) Casper brings together a lifelong commitment to faith with decades of senior-level marketing and leadership experience. An active Anglican, he has served in church governance and strategic planning, lay leadership, fundraising, music, and organizer of missions, both internationally and local.

After undergraduate and graduate studies in Marketing and Management at the University of Memphis, Casper built a distinguished career leading marketing and public relations initiatives for national companies and agencies across multiple markets. From 1997 until retirement in 2016, he was part owner and Vice President/General Manager of ProAct Marketing Group in Kansas City, where he led account teams for major automotive brands including General Motors, Toyota, and Western Star Trucks.

Following retirement, he founded Marketing Convergence Solutions, a consulting practice focused on helping businesses and nonprofits align sales and marketing through structured planning. He is the author of *The Marketing Planning Guidebook: A Practical How-To Guide on Bridging Silos to Create Rewarding Marketing Plans* and continues to share insights through his blog, MarketingConvergenceSolutions.com.

He also served in the United States Air Force, working in Public Affairs with overseas and U.S. assignments.

Today, Casper's life is shaped by faith, family, and service, and by a desire to share the practical wisdom gained through a rich professional journey in service of ministries and organizations seeking clarity, alignment, and lasting impact.

BUILD YOUR MINISTRY MARKETING PLAN WITH EASY-TO-USE AI-POWERED ONLINE FORMS AND INSTRUCTIONS

This resource provides a structured framework, promotes goal setting, encourages strategic thinking through SWOT and demographic analysis, and offers practical, fillable online templates, powered by AI, to aid in creating actionable ministry marketing plans within budget.

This guide is more than a worksheet. It's a roadmap that empowers your faith-based ministry to plan smarter, improve reach and services, increase stewardship, expand your base of congregants, and grow with purpose.

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