CRAFTING AN EFFECTIVE VISION & MISSION FOR YOUR MINISTRY

Includes link to the Vision/Mission Makeover

Ministry Ventures
Three Simple Ideas For Crafting An Effective Vision & Mission Statement For Your Ministry
TABLE OF CONTENTS

Introduction

[1] The Vision Statement 7


[5] Additional Resources 31

About the Author
INTRODUCTION

CRAFTING AN EFFECTIVE VISION & MISSION FOR YOUR MINISTRY
Congratulations. You have a desire to make a difference in the world for good. Thank you! Change happens when leaders like you step up and get serious. So, it’s time to take the next step and put some strategic thought into what your efforts will look like. Time to lay down the rails and chart the course. There’s good news and bad news:

**The Good:** A comprehensive, systematic approach to ministry development sets leaders up for success. Ministry Ventures seeks to partner with men and women like you who understand the importance of carefully growing, developing, and crafting a ministry that uniquely executes all the desired goals you have laid out.

**The Bad:** No matter how much research goes into studying ministry leadership, there is simply no way to confine your ministry to a simple, step-by-step process or a list of “to-do’s.” There is no substitute when it comes to individually looking at your ministry and growing it with your vision and desired direction in mind.

In this brief ebook you’ll discover how to craft an effective vision and mission for your ministry. This critical component of nonprofit leadership will be a ‘Northstar’ for your organization for years to come. Our hope is that with a few principles, examples and insider tips we can help you get there a little quicker.

Jon Bennett
President & CEO
Ministry Ventures
“Where there is no vision, the people perish.”

– Proverbs 29:18
I often say that every ministry is a solution to a problem.

If you’re reading this ebook then most likely there’s a problem you’d like to see solved in the world. There are many to choose from. Do you find yourself gravitating towards particular needs over and over again?

As followers of Christ, we each have a unique history and distinct gifts imparted through the Holy Spirit. We each have a burden to bring God’s love to the world in a special way. At least this was the case in my story.

As a student on the campus of Michigan State University, I saw a need. There were thousands of students around me in a transitional phase of life who needed to know the love and forgiveness I had found in Christ. Upon graduation, I decided to put my new degree in communications to work in a slightly different manner than my parents expected. I began a career in student ministry.

I saw a problem (students without Christ) and had a burden to bring a solution. I wanted a different future for these young people. I now had a vision.

So what’s your burden? What problem are you seeking to solve? Once you can state this clearly you are ready to paint the future, you are ready to craft a vision.

Take a moment and reflect on the particular problem you are seeking to solve. When was the first time you felt this burden? What were the circumstances?
Defining the preferred future you have been given eyes to see...

...this is what crafting a vision is all about.

While you clearly see a problem that needs to be solved, you also see something else: a preferred future.

What does this mean? In particular, a preferred future is a time to come in which the problem you see no longer exists. It has been conquered through your labor of love and you can see the resolution coming in the distance.

So let’s take that concept and lay out a working definition.

**Vision Statement Defined**

A clear statement of the preferred future your organization wishes to bring about.

Andy Stanley defines vision as ‘a mental picture of what could be fueled by a passion that it should be.’ I like that.

While your mission is what you do, your vision is what the world looks like when it’s accomplished. Your vision paints the future.

Are you ready to bring out the paint brushes and get started? Let’s do this!
[2]

Crafting Your Vision

State it Simply
“Paragraphs and complicated sentences don’t communicate vision.”

- Andy Stanley
When it comes to crafting vision, simple is better.

One of the biggest mistakes we see when it comes to vision crafting is trying to cram in too much. Good vision statements have a few things in common:

1. They are **clear**. If your vision is vague it really don’t communicate anything important. Avoid cluttering it with jargon and meaningless terms. If you want your vision statement to matter, make it clear.

2. They are **concise**. Most mission and vision statements are far too long. Your vision isn’t designed to provide an overview of your ministry history or values. This isn’t the place to discuss strategy. Make it short and sweet.

3. They are **memorable**. Think about your team and your board right now. If you asked them to recite your vision from memory, would they get it right? If people can’t repeat it from memory, it needs work!

In the next few pages we’ll take a look at some great examples of vision statements that contain these elements.

Here are the organizations we’ll use:

- Charity Water
- Feeding America
- Habitat for Humanity
Vision statement examples:

#1 Charity Water’s Vision

That every person on the planet has access to life’s most basic need — clean drinking water.

Commentary:
Did they paint a clear picture of their preferred future? Without a doubt. The problem they are addressing is clear and unmistakable in this well-crafted vision statement. How about concise? Another thumbs-up here. Lastly, how memorable is it? I can read it once or twice and repeat it from memory easily. Take note.
Vision statement examples:

**#2 Feeding America’s Vision**

A hunger-free America.

Commentary:
It doesn’t get any more clear, concise or memorable than this. Especially concise...who couldn’t remember this four-word picture of their preferred future? Well done.
Vision statement examples:

#3 Habitat for Humanity’s Vision

A world where everyone has a decent place to live.

Commentary:
I love the opening three words, “A world where...”. This is painting a preferred future. They are asking us to imagine a future that is different from the present and they do it well. Clear, concise and memorable. Another GREAT example of vision done well.
More Examples of VISION Statements

Kiva

“We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others.”

CRU

“Movements everywhere so that everyone knows someone who truly follows Jesus.”

Estill County Pregnancy Resource Center

“We envision a community where life is sacred, protected and affirmed.”

Trinity Fitness

“Healthy people inside and out in every community across America.”

Make-A-Wish Foundation

“Our vision is that people everywhere will share the power of a wish.”
Are you currently leading a faith-based nonprofit ministry or considering this in the future? If so, you’ve probably already crafted a vision statement or at least have one you’re considering.

**Getting the input of a team of trusted advisors around this process is critical.** The back-and-forth of crafting a vision is hard work but certainly worth it. Here’s a suggested process:

**[Step 1]**
Write down your current vision statement.

**[Step 2]**
Come up with at least *three alternatives* to your original. The more team members or advisors to brainstorm with you the better.

**[Step 3]**
Get objective feedback. Take these statements to board members, friends and others in your network. Ask them how clear, concise and memorable they are. Does one stand out more than the others?

**[Step 4]**
Make a decision. Don’t forget to let the lens of clear, concise and memorable guide you!

We’ve got a worksheet to help in the process. Visit MinistryVentures.org/Visionmakeover to download.
[3]

The Mission Statement

Blazing the Trail
“All you have to do is write one true sentence. Write the truest sentence that you know.”

- Ernest Hemingway
If vision statements paint the future, mission statements paint the ‘how’.

Let’s go back to my own story when I was serving in campus outreach at Michigan State.

If my vision painted a future in which college students came to know Christ, what did that mean for the present? Could I take a communications job with a corporation and see this future fulfilled or did I need to be doing something *specific* in the present to make this future a potential reality?

That’s right, I needed to devote my energy to a *limited and strategic number of activities* if my preferred future was ever going to happen.

With this fact in mind, here’s a working definition we can use for mission statements:

**Mission Statement Defined**

The strategic focus your organization will employ in order to bring about its preferred future.

Your mission is what you do and, perhaps just as important, what you *don’t* do.

Mission statements blaze the trail into your preferred future.
Mission statement examples:

#1 Charity Water’s Mission

We’re a non-profit organization bringing clean, safe drinking water to people in developing countries.

Commentary:
Do you get what they are actually doing in the present based on their mission statement? Do you think you can list some things they aren’t doing based on this statement? It’s very clear and simple. No confusing lingo or mystery here.
Mission statement examples:

#2 Feeding America’s Mission

To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

Commentary:
While not as concise as their vision statement, they felt the need to include a key component of their program to help provide clarity. This ‘nationwide network of member food banks’ is how they are moving towards a ‘hunger-free America’.
Mission statement examples:

#3 Habitat for Humanity’s Mission

Seeking to put God’s love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Commentary:
Habitat’s mission statement includes a clear indication of their faith-based motivations. It doesn’t detract but instead provides insight into why the organization is helping create a future in which ‘everyone has a decent place to live.’ Notice they aren’t just building homes...there’s a higher purpose. They are about providing hope. This is hugely inspirational and easy to get behind as a potential giver or volunteer.
More Examples of MISSION Statements

Kiva

“We are a non-profit organization with a mission to connect people through lending to alleviate poverty.”

CRU

“Win, build, and send Christ-centered multiplying disciples who launch spiritual movements.”

Trinity Fitness

“To inspire people through group fitness to get into the best spiritual & physical shape of their lives.”

Make-A-Wish Foundation

“We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy”

Lifeline Children’s Services

“Advancing the greatest commandment in the life of every student.”
As with the vision, here’s a suggested process for crafting your mission statement:

[Step 1]
Write down your current mission statement.

[Step 2]
Come up with at least *three alternatives* to your original. The more team members or advisors to brainstorm with you the better.

[Step 3]
Get objective feedback. Take these statements to board members, friends and others in your network. Ask them how clear, concise and memorable they are. Does one stand out more than the others?

[Step 4]
Make a decision. Don’t forget to let the lens of clear, concise and memorable guide you!

We’ve got a worksheet to help in the process. Visit MinistryVentures.org/Visionmakeover to download.
[4]

Why It Matters
“Resolved, to live with all my might, while I do live.”

- Jonathan Edwards
Without a plan the best ideas are only dreams.

A Bain and Company study discovered organizations that have clearly defined Vision and Mission statements that are aligned with a strategic plan outperform those who do not.

At Ministry Ventures, we’ve worked with hundreds of ministries and non-profits to help them clarify their mission and vision. We continue working with them to create a one-page, two-sided ministry overview that summarizes their ministry model for potential partners.

A recent ministry leader went through the process of clarifying mission and vision by working with his board on the one page *Ministry Overview*. The result was $45,000 in additional contributions. You can read the story [here](#).

**Quite simply, clarifying your vision and mission can help you raise more money, engage more people in your ministry, and help you be more effective.**

Clarifying your ministry’s mission and values is an essential first step in leading an effective nonprofit organization.

Our vision statements is simply: *Every Ministry Fully Resourced*. How are we making this vision a reality? Through providing ongoing coaching solutions to leaders like you. Solutions like the one you’re reading now. This is just the beginning...
We’ve partnered with hundreds of organizations over the past 16 years and have seen tremendous results.

I know first hand the difference resources and coaching can make in the life of a leader.

I’ve shared my personal journey of going from being miserable, financially speaking, as a student minister to being fully funded. How did it happen? The catalyst was learning from those who had experience. A few days of coaching made all the difference for me. That’s why I’m passionate about how we get to serve leaders every day at Ministry Ventures.

If you’re a faith-based nonprofit leader then we invite you to connect with our community of coaches, leaders and resources to help you go Further, Faster in the days ahead.

Visit our website at MinistryVentures.org and check out additional resources I’ve included for you on the following pages.

Finally, thanks for what you do. It really is a privilege to partner with leaders like you. You are living with all your might and it is truly inspiring.

Keep up the great work,

- Jon
FUNDRAISING
FROM MISERY TO MINISTRY

The 3 Biggest Hurdles You Must Clear to Go the Distance in Fundraising

FREE ebook by Jon Bennett

Five Simple Ideas That Will Make a Board Members Contribution to the Organization Indispensable
Free, online event to help your ministry raise more money, engage more givers and *Accelerate* ministry

Register Now

AccelerateGiving.com

Hear why you won’t grow your ministry without growing your board.
Virtual Group Coaching

The joy of collaboration and growth along with the convenience of online learning.

Ministry Ventures Online

Learn More

We believe you can be a GREAT fundraiser!

This training series will equip you in a biblical, relational-centered approach to fundraising for your entire ministry.

Year-End Campaign Coaching

Learn how to execute a successful year-end physical mailing fundraising campaign in this step-by-step course.

Make Your Next Event Your Best Event!

If you’ve got a major fundraising event in your future this course is for you. Learn how to maximize your return.
ABOUT THE AUTHOR

Jon and Beth have three children and live in Alpharetta, GA where Jon serves as President & CEO of Ministry Ventures, a faith based nonprofit dedicated to providing resources and coaching to help ministry leaders go Further, Faster.

To learn more about Jon and the work of Ministry Ventures, connect with us at MinistryVentures.org
THOSE DOING THE MOST IMPORTANT WORK DESERVE THE MOST EFFECTIVE COACHING

Ministry Ventures Online

RESOURCES AND COACHING TO EMPOWER MINISTRIES TO GO FURTHER, FASTER.

COACHED MINISTRIES

“We expect Ministry Mastery Certification to be the benchmark to which ministries will want to aspire.”

Hugh O. Maclellan, Jr
The Maclellan Foundation

“We all want to live lives that count. I just feel like God has raised up Ministry Ventures to help all of us... to make a bigger impact with our time, resources, talent, and money.”

Andy Stanley
North Point Community Church

WE BELIEVE THERE ARE FIVE KEY AREAS OF DEVELOPMENT FOR GREATER IMPACT & SUSTAINABILITY

Tell Your Story Better
MINISTRY MODEL

Raise the Funds You Need
FUNDRAISING

Lead an Engaged Board
BOARD DEVELOPMENT

Establish a Culture of Prayer
PRAYER

Administratre for Freedom
ADMINISTRATION
Every Ministry Fully Resourced