



# Living the Resurrection

*Helping congregations thrive*

## 7 Steps in Building a Business Plan

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*As you go, proclaim the good news, 'The kingdom of heaven has come near.' Cure the sick, raise the dead, cleanse the lepers, cast out demons. –Matthew 10:7-8*

*Go therefore and disciple all peoples, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you. – Matthew 28:19-20*

1. **Organizational Focus (Mission)**- Describe your mission. What, exactly, is God calling you to do?
2. **Market Analysis (Mission Field)** – Explore and describe the area where God is calling you to do this ministry. Why is your mission and ministry needed in this community?
3. **Congregation Description** - Describe your congregation's core strengths, assets, values and principles. Why would anyone want to be a part of your mission and ministry?
4. **Marketing your Church (Evangelism)** - Tell your church's story. How will you let people know about your church and invite them to become a part of your ministry?
5. **Human Resources (Ministry of the Baptized)** – Recruit and train volunteers and leaders to carry out the mission and ministry you have envisioned. Who will carry out your mission and ministry?
6. **Sustaining your Church (Stewardship)** – Develop and manage your assets and resources to carry out the mission and ministry you have planned. How will you use what God has placed in your hands to do ministry?
7. **Evaluate and Update** - Regularly review your plan to determine whether you are accomplishing what you set out to do. What needs to be expanded, reworked or let go?

NOTE: As you develop your plan, always surround your work with worship, prayer and the study of scripture! As Colossians says:

*Let the word of Christ dwell in you richly; teach and admonish one another in all wisdom; and with gratitude in your hearts sing psalms, hymns, and spiritual songs to God. And whatever you do, in word or deed, do everything in the name of the Lord Jesus, giving thanks to God the Father through him. –Colossians 3:16-17*

**Tip!**

Click the link below to learn about our communication strategy for churches.

<https://www.livingtheresurrection.com/communication-skills-resources>