

STARTING A NEW MINISTRY

MINISTRY NAME/LOGO	<i>What is the title of your ministry? Do you have a logo or visual identity?</i>
PERSONAL STORY	<i>What personal burden, calling or conviction led you to start this ministry?</i>
MISSION	<i>What is the central purpose of your ministry in one sentence?</i>
PRIMARY AUDIENCE	<i>Who will the ministry primarily serve? (Age, demographics, spiritual background, needs)</i>
NEEDS	<i>What needs will it meet? What specific problems or gaps are you addressing for this audience?</i>
SIMPLE VISION	<i>If this ministry is successful in five years, what will it look like?</i>

MINISTRY LEADERSHIP TEAM		
TITLE	LEADER'S NAME	ROLE DESCRIPTION
1.		
2.		
3.		
4.		
5.		

Who will you answer to in order to hold you accountable? _____

LOCATION <i>(Where does the ministry take place; are there multiple locations?)</i>	
TIME <i>(What time of day does the ministry happen?)</i>	
FREQUENCY <i>(How often does the ministry take place? Monthly, weekly, quarterly, as needs arise, etc)</i>	
CORE ACTIVITIES <i>(List the main programs or services your ministry will offer)</i>	

BRAINSTORM

WHY	Answer the “why” behind starting the ministry		
COMPARE	Are there other ministries who have tried to meet this same need? How did they succeed / why did they fail?		
HOW	How will the ministry meet the needs of the people we are serving?	NEED 1	
		NEED 2	
		NEED 3	
WHAT	What are the wins? How will you measure if this ministry is a success?		
	What potential challenges or obstacles do you anticipate, and how will you address them?		
	What are the resources needed for ministry? (facility, printed materials, equipment, supplies, promo resources-social, media, etc)	COST	RESOURCE
		COST	RESOURCE
		COST	RESOURCE
HOW	How will these costs be funded?		
	How will you recruit, train and develop volunteers or leaders?		
	How will you promote this ministry?	Target Launch Date:	
		Influencers within target audience who can help communicate the vision with you?	
		How and when will you communicate the vision with these influencers? (meeting, email, phone, text)	

WHAT are the next three practical steps to launch the ministry and by when?		
Step 1		By When:
Step 2		By When:
Step 3		By When: