

STRATEGIC PLAN 2019-2025

First Baptist Church

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EXECUTIVE SUMMARY

First Baptist Church leaders recognized a need for a strategic plan to enable us to carry out ministry as we enhance value to our members and community. This Strategic Plan helps us to be effective and focused in our ministry operations.



Purpose

- The activity of seeking God's will for First Baptist Church
- The decision to act in faith on what has been discerned

"No eye has seen, no ear has heard, no mind has conceived what God has prepared for those who love him - - but God has revealed it to us by His Spirit"
1 Corinthians 2:9-10a

Our Mission

Our mission is to build God's Kingdom through worshipping, serving others, educating, and sharing the Good News of the Gospel.

Our Vision

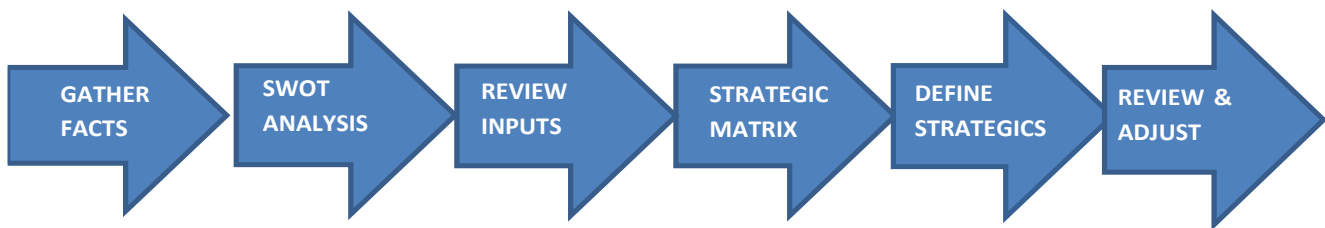
Exalt the Savior ■ Equip the Saints ■ Evangelize the Lost

Our Values

Community ■ Integrity ■ Transformation
Accountability ■ Ministry

Our Process

The Pastor, Diaconate and ministry leaders involved all members in an open and transparent process in 2019. That process is described below:



Gather Facts

- From all Members, Guests, and Community

SWOT Analysis

- External Analysis
 - Opportunities
 - Threats
- Internal Analysis
 - Strengths
 - Weaknesses

Review Inputs

- From all Members, Guests, and Community
- Review SWOT Analysis
- Define 3-4 key Statements

Strategic Matrix

- Define Strategies to address SWOT combinations

Define Strategies

- Establish Objectives
- Develop Key Strategies
- Define Short- and Long-Term Goals
- Develop Operational Plans

Review and Adjust

- Review Strategies, Goals, and Plans
- Adjust as Necessary

OBJECTIVES

DISCIPLESHIP

Live the Word

- 1.1 Incorporate the principles of discipleship in everything we do
 - A. Develop a disciple model
 - B. Live the model
 - C. Build positive interactions in the Church and community.
- 1.2 Serve the Community
 - A. Share Christ and reach the lost through evangelism
 - B. Be a voice for justice and mercy in the community.
 - C. Build relationships with local leaders, churches and congregations.

SPIRITUAL LEADERSHIP

Spread the Word

- 2.1 Cultivate Spirit-Led Leaders
 - A. Develop a comprehensive spiritual leadership program.
 - B. Mentor young people to become spiritual leaders.
- 2.2 Advocate for, educate and influence our congregation and community
 - A. Advocate for community and social issues.
 - B. Develop historical, cultural and educational programs designed to spread the word of God and draw people to the Church

GROWTH

Attract All People

- 3.1 Increase an actively engaged membership
 - A. Develop a spiritual and multi-dimensional approach to increase actively engaged membership.
 - B. Build a multi-generational and racially diverse congregation.

3.2 Foster a diverse and inclusive Kingdom experience

- A. Be inclusive in our message and media
- B. Worship through a variety of formats, styles, praise and music.

3.3 Preserve and maintain the historical legacy of FBC.

- A. Use the history to build new ideas and reach all.
- B. Leverage Let Freedom Ring (LFR) Foundation.

FELLOWSHIP

Love One Another

4.1 Build Unity

- A. Build a community of believers who embody God's ideals and beliefs.
- B. Develop communications, training and events for the congregation's needs.

4.2 Build a harmonious congregation that reverences the Holy Spirit

- A. Provide events that include new interests and newcomers.
- B. Ensure consistent levels of transparency and accountability.

4.3 Build Loving Relationships

- A. Strengthen bonds among Church family and families.
- B. Strengthen relationships within Church families.

STABILITY AND SUSTAINABILITY

Maintain Order and Balance

5.1 Guide Church Operations

- A. Document policies and procedures.
- B. Ensure clarity, ease of use and easy access to information.
- C. Govern in accordance with policies and procedures.

5.2 Maintain modern, high-tech facilities for now and future growth

- A. Develop a long-range facility plan.
- B. Identify immediate space and other upgrade options.

5.3 Ensure long-term financial health

- A. Develop and expand funding partners
- B. Develop a capital improvement plan

THE WAY FORWARD

Ministry Action Plans

The approved Strategic Plan defines the long-term goals for First Baptist. It will be used to help ministries of our church to plan activities prior to committing actual resources (time, talent, treasure) to them. We must be a church that does ministry with *excellence*. We also want to make sure that we are doing smart ministry. If we are going to spend time, talent, energy and money on a ministry event/activity/program, we expect that it will be beneficial to helping us fulfill our mission as a Church.

The church leaders will engage the ministries in preparing annual tactical plans that answers “how do we achieve our strategic plan?” and provides a foundation for ministry action plans. This process will follow the model used to prepare the strategic plan. It will be presented to the members for review and comments that will help to outline strategies and tactics for achieving short-term goals for each of the ministries.

We expect that when the planning of special events/programs in advance and coordinating with different ministries occurs early in the process, we will be better equipped to create an event that will exude excellence and be pleasing in the sight of God. The ministry action plans will be used to assess performance and approve annual budgets. The ministry action plans will be based on the annual tactical plans, both of which are directly tied to the approved Strategic Plan.