



Proverbs 29:18 reminds us, "Where there is no vision, the people perish." But what exactly are vision, mission, and core values, and why are they crucial for churches?

Vision and Mission: While vision and mission statements each serve distinct purposes, they both work together harmoniously to shape the identity and direction of the church. A mission statement defines the purpose and fundamental reason for a church's existence, answering the question, "Why does our church exist?" On the other hand, a vision statement looks toward the future and paints a vivid picture of what the church aspires to become, answering, "What do we want our church to achieve or become in the future?" Together, they serve as crucial guiding lights.

Core Values: Core values serve as the moral compass guiding the church community's beliefs, actions, and decision-making processes. They reflect the shared beliefs and principles that define the fellowship, providing a framework for prioritizing ministry initiatives and ensuring alignment with the church's mission and vision.

Why Develop Vision, Mission, and Core Values? Vision and mission statements provide direction, motivation, and a sense of identity for the church and its members. They encapsulate the church's core beliefs, values, and goals as a compass for decision-making and strategic planning. Every organization needs to understand where it is going before it can develop a strategic plan and map out steps for how to get there.

HOW TO DEVELOP VISION, MISSION, AND CORE VALUES:

1. Gather your leadership team for a time of discernment without distractions.
2. Encourage open dialogue to gather diverse perspectives and insights.
3. Consider bringing in an objective facilitator to drive the process.

4. Dream together, considering questions like:



Who are we?



What do we want
this church to look like?



Where do we want
to be 1, 5, or 10 years
from now?

5. Start with core values, identifying fundamental beliefs and principles central to the congregation's identity and culture. Consider questions such as:

- » What principles do we hold dear?
- » How do we want to conduct ourselves?

6. Develop the mission statement, defining the congregation's primary purpose, target audience, and primary activities. Focus on answering questions such as:

- » What do we do?
- » Who do we serve?

7. Lastly, craft the vision statement, envisioning the desired future state or long-term goals. Reflect on questions like:

- » Where do we want to be in the future?
- » What does faithfulness to our calling look like?

8. Get feedback from the congregation, incorporating suggestions to ensure alignment and clarity.

9. Communicate and implement these guiding statements and values, ensuring they permeate the church's culture, programs, ministries, and decision-making processes.

THE ESSENTIALS:



Crafting a mission and vision for your church is a transformative journey that shapes your congregation's identity, purpose, and impact. A well crafted mission and vision can **unite your congregation**, provide direction and motivation, and enable your church to make a meaningful difference in the lives of individuals and your neighborhood. Embrace this step forward in faith, knowing **God will guide and bless your church's journey** of fulfilling its divine purpose.