

CATALYST COLLECTIVE

MINISTRY DESIGN GUIDE

SIX STRATEGIC STEPS TO
DISCOVERING AND DEVELOPING
YOUR MINISTRIES' UNIQUE DESIGN

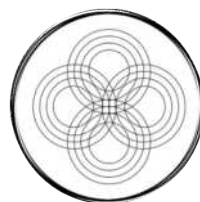


EMBRACE YOUR MINISTRIES' UNIQUE DESIGN

In all my travels I have yet to come across two identical ministries. Each church I visit has it's own unique set of people, talents, spiritual gifts, personality types, demographics, cultural distinctions, and community needs. When each of these components are studied and understood, a strategic design and vision is formed.

As we provide an outline for how exactly to embrace your ministries' unique design, do your best to put aside everything you have been told effective pastors and leaders should do. You may find out that some of these things are true, but they lack your thumbprint on how it needs to be done in your context. Prayerfully walk through each of these one step at a time without rushing the process.

Our organization is here to help you each step of the way so feel free to reach out at any point. Our passion is to see you effectively live out yours. God has a unique purpose for your ministry and we are excited to help you step into it.



JElliott

JOE ELLIOTT

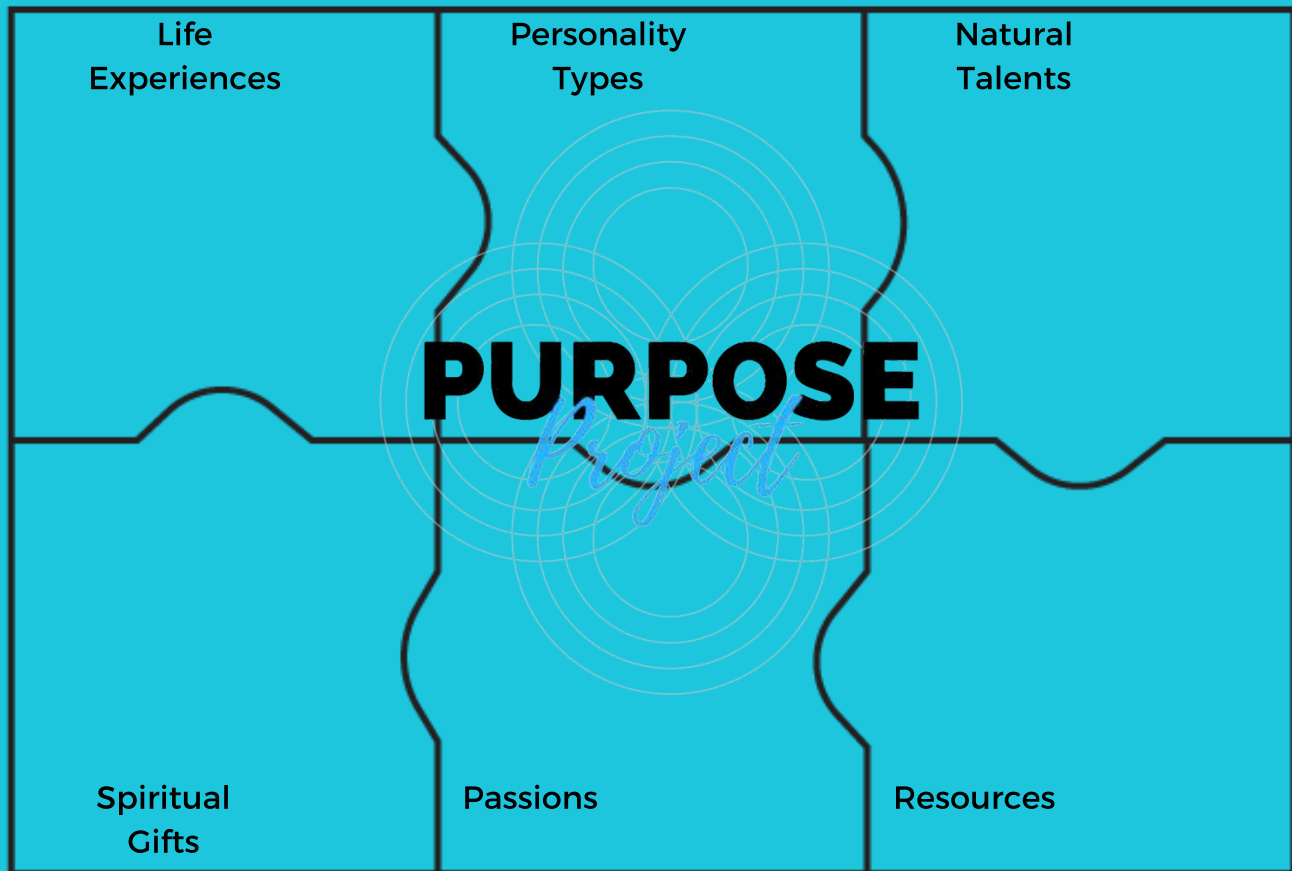
EXECUTIVE DIRECTOR

CATALYSTCOLLECTIVE.COMMUNITY

STEP 1

*Discovering your unique thumbprint
as a ministry.*

*Who has God drawn here and why?
What are we passionate about?
What resources has God given us?
Where has he placed us culturally,
physically?*



WHO HAS GOD DRAWN HERE AND WHAT ARE WE PASSIONATE ABOUT?

The easy thing to do would be guess at these answers yourself. A good disciple (or student) would seek to study and ask questions about a subject before taking action. That's exactly what you are doing here and it's something very few ministry leaders ever do.

We call this our Purpose Project Survey. We can help you gather

and analyze the data or you can copy our survey and do it on your own. [Check it out now at www.catalystcollective.community/churchleaders](http://www.catalystcollective.community/churchleaders)

Once you have studied the results of this survey and have a more insightful view on who God has drawn to your ministry, you are ready to tackle 2 more questions.

WHAT RESOURCES HAS GOD PROVIDED AND WHERE HAS HE PLACED YOU?

You now know the 'WHO' of your unique ministry design better than ever. Now we begin the first of a series of "WHAT/WHERE" questions.

The resources God has already provided can come in many forms.

- ✓ Building (if you have one) - What about your space is underutilized? What is its potential? What do you have access to already?
- ✓ Equipment - Music Equipment? Sports Equipment? What do you already have that can be leveraged?
- ✓ People - What themes did you see in the survey of your team? Are there specific talents, passions, gifts, or personality types that are common?

From one man he made every nation of men, that they should inhabit the whole earth; and he determined the times set for them and the exact places where they should live. – Acts 17:26"

It's important to pay attention to where God has placed you physically and culturally. Draw a 5 mile radius around your church. Google the demographics of your area. Whiteboard some of the needs that are common and take notes on what the culture is like in your city or town. From there, refer back to your survey results and begin answering these final questions:

What is unique about the people, passions, resources, and location God has brought together? What themes or connections do you see?





STEP 2

Bring your unique design to life.

*Define the What, Why, Who, & How.
Envision what things will look like 10
years from now.*

*Craft a purpose statement the culture
can connect with.*

Line up your strategic goals.

WHAT

What is the unique calling of your ministry? HINT: If it's the same as every other ministry in your area then return to step 1. What might God be uniquely calling YOUR ministry to do?

WHY

Why might God be leading your ministry to do it? Your supporting evidence is all in Step 1. As new people engage with your ministry, they will want to know your WHAT & WHY before joining you.

WHO

Create a few profiles of the specific type of person your ministry wants to impact. How old are they? What are their needs? What do they do? Etc. Aim for everyone and you likely strikeout.

HOW

In two sentences or less, describe HOW you think you should bring this unique calling to life. Will you add to what you are already doing or try something new?

WHAT DO YOU ENVISION 10 YEARS FROM NOW?

It's important that you begin with the end in mind. Stability in ministry is difficult because each time a new ministry leader takes over, a new vision is cast. When you cast vision as a team or community, you not only create more buy-in to the work, but you also communicate that what God is leading you to build is more important than who He has temporarily appointed to lead it.

Dream big for your local community and then stretch those ideas even further. If God were to send you all of the resources you needed, what could this look like 10 years from now?

At Catalyst, we created a vision statement 8 years ago when we had \$500/month to work with, 20 students in our youth ministry and a handful of volunteers.

Catalyst is 24/7, multi-site, community designed to help the next generation grow personally, professionally, and spiritually.

We don't have the 24/7 part yet, but we are close. God has enabled us to expand upon this vision and dream bigger as we look ahead another 10 years. Know where you want to go and believe God will help get you there.





A PURPOSE STATEMENT THE CULTURE CAN CONNECT WITH

DON'T OVER-SPIRITUALIZE IT!

It's assumed that as a ministry you want people to come to know Jesus, grow, and then go. The question is what does that specifically look like for you? Your purpose statement should be something that

- ✓ The unchurched can connect with
- ✓ Is easy to remember and repeat
- ✓ Clearly identifies what you are doing

[Donald Miller's StoryBrand](#) has some great resources and videos that may help you clarify your message. For us, we liked the phrase 'Community designed to bring your unique purpose to life.' It's not super spiritual, so it won't turn away many unchurched people. It's easy to remember and we even printed it on shirts. It identifies clearly what we do but doesn't go into all the details of how.

Purpose statements should be shared and communicated often. Talk about it in your meetings, reaffirm it in your huddles, and post it on your flyers and social feeds. This embodies the unique calling God has given you so be proud of it!

ESTABLISH STRATEGIC GOALS

You know what your long term goal is because you just envisioned where you want to be 10 years from now. It's your short term goals that will determine what comes next. If you are used to planning annual goals that's fine but make sure your main focus is on quarterly goals.

Our recommended formula is to create 3 strategic goals that can be accomplished in the next 12 weeks that put you on a path to reaching your annual goals. Quarterly goals keep a sense of urgency in front of you, create more touchpoints with your team and break tasks down into small pieces. For every strategic goal you create, you should have a set of strategic actions which spell out what actually needs to happen to reach that goal.

Given our vision to create a 24/7 space, we began our journey like this:

Strategic Goal #1

Study teen centers across the nation

Strategic Goal #2

Create a ministry business plan

Strategic Goal #3

Cast vision and start building a team

Our actions around these goals included scheduling calls and visiting a dozen successful teen centers. We also mapped out a business plan for the ministry which answered all the major questions as to how this was going to work, where money would come from and more. Finally, we had lots of conversations to cast vision with others we thought would share our passion and want to be a part of this mission.

Now it's your turn!

Goal Setting

S

Specific

M

Measurable

A

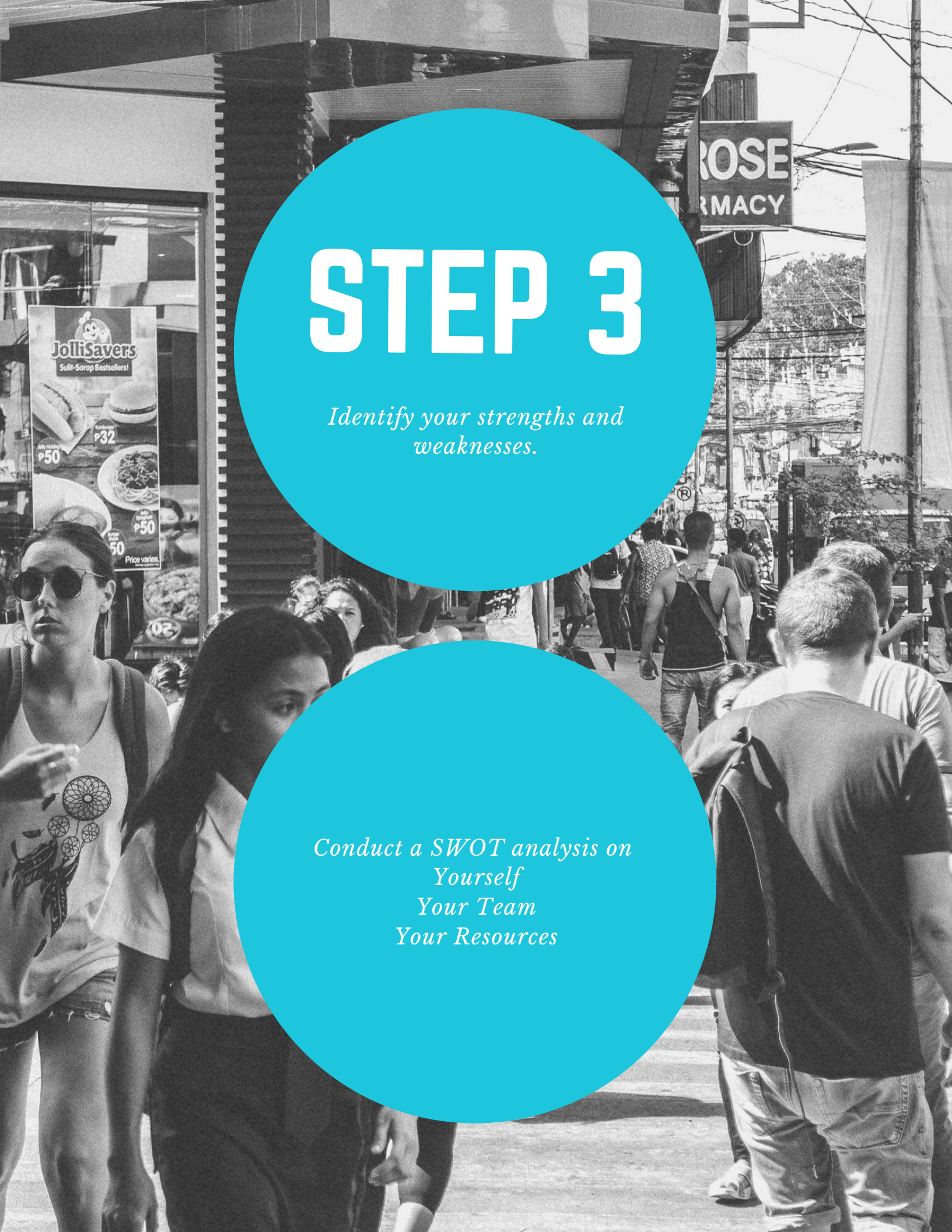
Attainable

R

Realistic

T

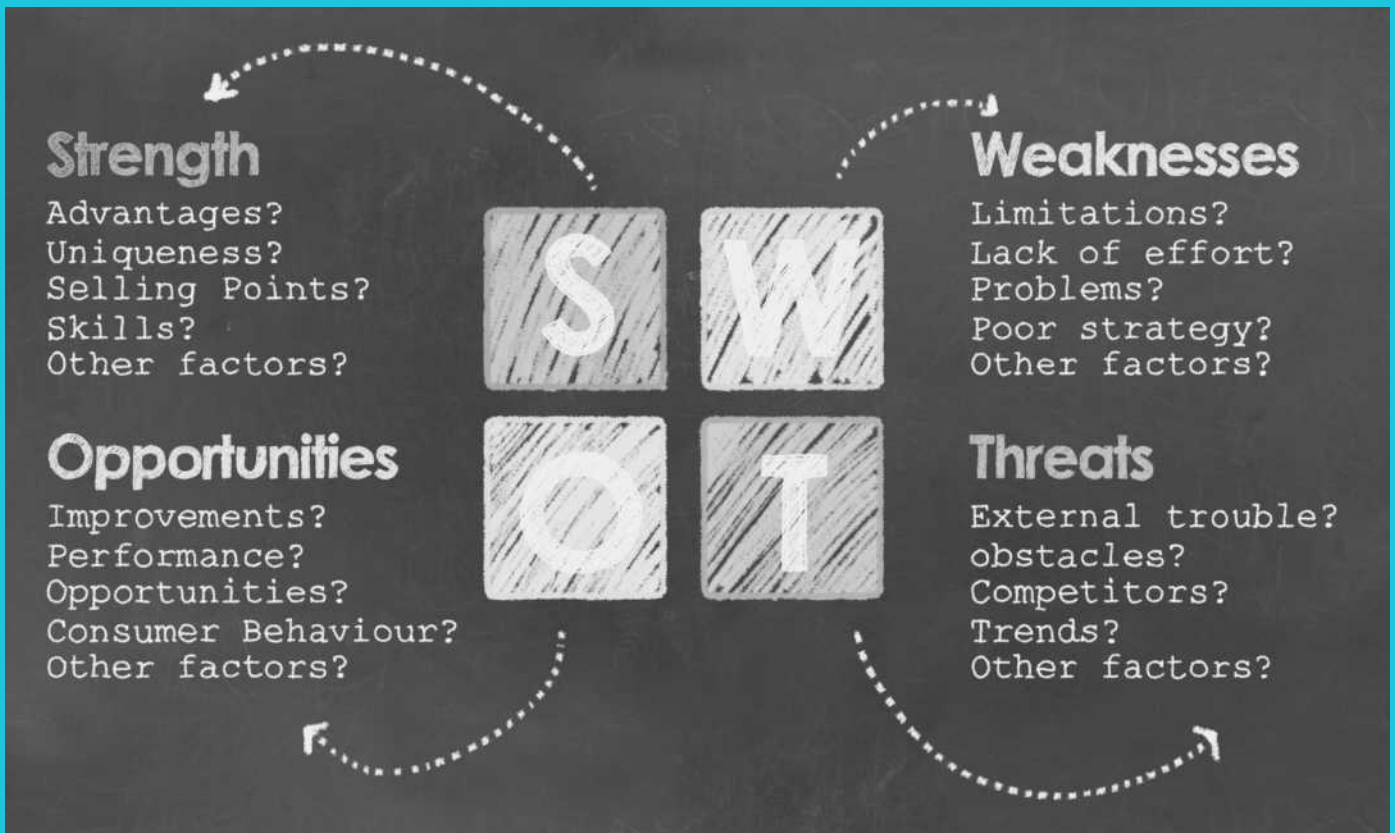
Time-bound



STEP 3

Identify your strengths and weaknesses.

*Conduct a SWOT analysis on
Yourself
Your Team
Your Resources*



GREAT LEADERS ARE PREPARED LEADERS

SWOT assessments have been around for a bit. They are a tool we use to

- Stay aligned with our purpose, goals and core strengths
- Identify where we need help
- Keep ourselves aware of what is happening around us
- And look for what could take us out

We do them at least once a year and use them to analyze ourselves, our

ministry, and our resources. Once completed, you should address any threats first by adding a strategic goal to counter it. Make sure you have another strategic goal that is maximizing your greatest opportunity. Then look at your strategic actions and confirm that they fall in line with your strengths. If they don't, then it's a weakness you need to recruit someone to help you with.

Making this assessment a priority will help keep you from tunnel vision, and help you stay focused on the core things that must happen to drive your ministry further.



STEP 4

*Create a plan to build stronger teams
and systems.*

*Invest in the growth of your team.
Continually recruit new members.
Celebrate the wins, empower, and
encourage.*

HOW WILL YOU INVEST IN THE GROWTH OF YOUR TEAM?

Everyone on your team has the potential to grow in 3 core areas; their personal life, their professional life, and their spiritual life. As a ministry leader, you are used to monitoring and taking care of their spiritual needs but it's important you include their personal and professional as well. We call this holistic discipleship and it creates a ministry or church environment that people LOVE being a part of.

Here is how you do it in two steps:

1

Schedule quarterly 1:1's with everyone on your team (and even in your ministry).

If you are intentional about this, those on your team will feel encouraged by the love and attention you provide. They know it's coming every 3 months so they are more motivated than usual to show progress in their development.

2

Set & follow up on their Personal, Professional and Spiritual Goals.

If the bible has wisdom to speak into every aspect of our lives, then

Iron sharpens iron, and one man sharpens another. - Proverbs 27:17

shouldn't we, as spiritual leaders, be the ones who help them connect their beliefs to their everyday lives? Isn't this what discipleship is all about?

Personal goals can be anything from eating and exercise habits to money management and relationships. They have a direct, personal significance to those we are leading and therefore, should be an area we help them achieve in every practical way possible.

Professional goals are no different. Take time to get to know the careers and responsibilities those in your ministry have. The more they display excellence in their chosen profession, the more influence they gain when it comes to leading their coworkers in other matters, especially spiritual ones.



HOW WILL YOU RECRUIT NEW TEAM MEMBERS?

EVENTS

Have regular ministry open houses that are short, fun and inspiring as they showcase the work you are doing. Anytime your ministry does something, it's an opportunity to invite a potential team member or donor to come and see.

SOCIAL

You can't afford to be bad at social media. Your digital influence will likely be just as impactful as your physical one. Share your wins online through testimonies, videos, inspirational quotes and more. Tell them where to click to join you too!

REACH

Those you are currently reaching through your ministry are always your best source of new volunteers. They have experienced the impact firsthand and if you have a path to develop them, you will be on your way to building a strong team.

PARTNER

Not everyone who is on your team has to be a member of your church! Memberships and walls were man's idea, not Gods'. Silo thinking will always stunt our growth in ministry. Partner with local non-profits, other denominations and be creative!



HOW WILL YOU CELEBRATE THE WINS?

ENCOURAGE & EMPOWER

Start by defining what a 'win' looks like in your ministry. It's hard to celebrate something you don't even know happened. Here are some examples of wins:



- A strategic goal is reached
- Someone hits a personal, professional or spiritual goal
- A new team member starts
- An outcome of your ministry occurs (baptism, salvation, healing, etc)
- A new idea is tested

The more wins you identify, the more reason you will have to celebrate with your team. Celebrations encourage everyone to keep going even when the work becomes draining.

One of your biggest wins, and a sign that you are discipling others well, happens whenever you empower someone with a responsibility that is important to the ministry. Asking someone to take out the trash is useful but that is a task, not a responsibility that ties into your strategic goals.

In order to hand something important off, that person will have to be trustworthy, capable, willing, and committed. - All things that you have been working hard to develop in them through holistic discipleship!



STEP 5

Invite the community to join you.

*Create opportunities for others to join
the work God is doing through you.*

If you have been in ministry for any length of time you are well familiar with the 80/20 rule. Twenty percent of the people always seem to carry eighty percent of the work. We end up fighting over the same 'rockstar' people that everyone wants involved in their ministries until we burn them out or they end up leaving the church.

Part of the solution, as we alluded to in step 4, is to look outside your church walls for people that are passionate about your work. **Not every person who loves Jesus is actively involved in a church.** You also have an abundance of people in your community who might be 'spiritual' but not exactly christian.

They love the work you are doing but are not members of the church. This sounds like a great opportunity to disciple someone as they use their God-given talents to help you make a difference in the lives of others. They don't have to be in charge of teaching biblical theology. Find ways they can support your work and be involved on your team without making them jump through the hoops of traditional church membership.

If church membership is a requirement, then get creative. Work with your elder team to communicate the value of inviting others into this work and show them how it can be done without compromising church policy.





CASE STUDY

When your vision for the ministry is bigger than yourself, it requires others to get involved. In 2011, Catalyst was a youth ministry experimenting with a new way to disciple the next generation, yet still a part of a traditional church. In order to reach teens who would never normally consider attending youth group (part of our WHO from Step 2), we offered free classes to help them develop personally and/or professionally.

We invited in talented individuals from the community to teach classes like guitar, martial arts, archery, coding, fencing, and even offered babysitter certification through a partnership with a local daycare.

We then partnered with local schools, churches, non-profits, business professionals, and a local judge who all played roles in helping us either serve students, recruit volunteers, market, or fundraise.



STEP 6

*Create a culture that outlives you and
can sustain this strategic path.*

*Culture is the culmination of your
people's beliefs, traditions,
preferences, experiences, and hopes.*

- Chris Meroff, Author of Align



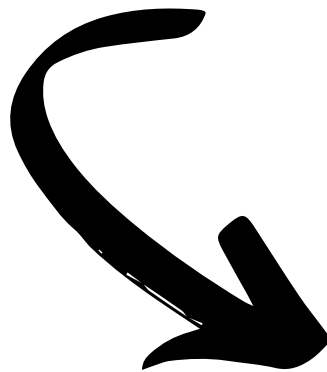
THE ART OF CREATING CULTURE

Our friend, and mentor, Chris Meroff, has four simple (but not easy) steps for leaders to create a culture that brings fulfillment and alignment in everything your team does. His staff at Alignment Leadership can walk you through the process that will sustain the strategic path you are on.

The steps include:

- 1 Creating a culture with purpose and guiding principles
- 2 Prioritizing your tasks around your purpose and principles
- 3 Aligning tasks with your resources
- 4 Creating personal success plans

Learn more at
www.alignleadthrive.com



ALIGN

FOUR SIMPLE STEPS
FOR LEADERS TO CREATE
EMPLOYEE ENGAGEMENT
FULFILLMENT
THROUGH ALIGNMENT LEADERSHIP



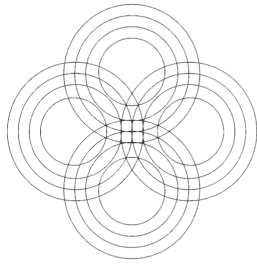
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RESOURCES



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PODCAST: CHURCH MISFITS

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OUTSIDE THE LINES.**

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