

STRATEGIC PLAN TEMPLATE FOR MINISTERING TO WOMEN WHERE WE ARE TODAY

You must first understand where you are, before you can determine where you need to go. Honestly evaluate the following areas of your ministry to women.

OUR VISION

OUR TEAM

OUR RESOURCES

OUR BIG EVENTS

OUR SMALL GROUP MINISTRY / BIBLE STUDIES

OUR COMPASSION EFFORTS

OUR OUTREACH EFFORTS

OUR LEADERSHIP TRAINING

OUR COMMUNICATION

Once you have honestly evaluated where you are as a team, you are ready to answer the following questions. It's important that you answer them in the order given.

- What is our vision?
- To fulfill our vision, what must our priorities be?
- What steps will we take to fulfill our vision?
- What should we continue doing?
- What should we do differently?
- What should we stop doing?
- When should we start?¹

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OUR VIEW OF THE FUTURE

Prayerfully consider your vision and encourage the women in your church to dream big for the future. Here are a couple of examples:

We envision a day when *every woman who attends our church feels accepted and has meaningful relationships to help her grow and become the woman God designed her to be.*

We envision a day when *every woman in our church believes she is called to encourage and positively influence the women in her life and is fully equipped to do so.*

WE ENVISION A DAY WHEN . . .

WE ENVISION A DAY WHEN . . .

WE ENVISION A DAY WHEN . . .

WE ENVISION A DAY WHEN . . .

WHERE ARE WE GOING?

Since we believe in women ministering to women and the need for ministry designed specifically for them, and we further believe that intentional ministry for women will bring greater health to relationships, families, our church, and our community . . . we will focus on:

- Our goals for women who are new to our church
- Our goals for women who are new believers
- Our goals for women who would like to minister to others
- Our goals for new moms, young wives, working moms, widows, single moms, empty nesters, college-age girls, military wives, singles (whatever demographic you feel God is calling you to minister to specifically)
- Our goals for specific people in the community: the hungry, orphans, shut-ins; missionaries, people in underdeveloped countries (whomever you feel God is calling you to minister to specifically)

(Always focus on people, not programs.)

HOW WILL WE GET THERE?

Understanding clearly the vision of our church and the need for intentional ministry to women, we are committed to doing the following:

OUR EFFORTS FOR WOMEN WHO ARE NEW TO THE CHURCH:

OUR EFFORTS FOR WOMEN WHO ARE NEW BELIEVERS:

OUR EFFORTS FOR WOMEN WHO WOULD LIKE TO MINISTER TO OTHERS:

STRATEGIC PLAN TEMPLATE, cont'd

OUR EFFORTS FOR NEW MOMS, YOUNG WIVES, WORKING MOMS, WIDOWS, SINGLE MOMS, EMPTY NESTERS, COLLEGE-AGE GIRLS, MILITARY WIVES, SINGLES . . . (WHATEVER DEMOGRAPHIC YOU FEEL GOD IS CALLING YOU TO MINISTER TO SPECIFICALLY).

OUR EFFORTS FOR SPECIFIC PEOPLE IN THE COMMUNITY: THE HUNGRY, THE ORPHANS, THE SHUT-INS; MISSIONARIES, PEOPLE IN UNDERDEVELOPED COUNTRIES . . . (WHOEVER YOU FEEL GOD IS CALLING YOU TO MINISTER TO SPECIFICALLY).

SUMMARY

Adapt this sample to fit your Women's Ministries or create your own.

OUR WOMEN'S MINISTRIES TEAM IS COMMITTED TO . . .

- Understand the vision of our pastor and leaders of our church and work to fulfill that vision through our efforts to minister to women,
- Create a strategy to fulfill that vision,
- Create a healthy culture for women to connect in authentic, life-giving relationships,
- Encourage every woman in our church to minister to the women in her life,
- Provide opportunities for compassion and outreach in our community and around the world,
- Provide purposeful events to fulfill our mission, and to
- Continually evaluate the effectiveness of our strategy and events and be willing to change and adjust to meet the ever-changing needs of women.

WHY OUR CHURCH AND COMMUNITY NEED OUR WOMEN'S MINISTRIES TO SUCCEED

Adapt this sample to fit your Women's Ministries or create your own.

- The apostle Paul established a healthy model for ministry in his instructions to a young minister named Titus. Paul told him to train the younger men and the older men, but told him to allow the more experienced women to teach the younger women.
- We believe in women ministering to women. The differences in men and women emotionally, relationally, and verbally warrant the need for ministry specifically designed for women and administered by women. Women instinctively understand one another—the understanding and compassion offered in a one-on-one relationship can be a catalyst for healing and restoration.
- We understand the needs women face today are great. Many are not prepared for the demands of life. Every week women walk into our church looking for hope and someone to care. The spiritually maturing women in our congregation are the best role models for them.
- As our church strives to [insert your church's vision], we can help to fulfill that vision for the women in our church by . . .
- As we effectively minister to women, they will begin to experience the full life Christ came to offer, and the results will be healthier relationships and families. Our church will be fulfilling its mission and our community will benefit from women who are living Spirit-directed lives.

OUR TEAM COMMITMENTS

Use these commitments or adapt something similar to help provide the framework for unity and effectiveness.

IN ORDER TO FULFILL THIS PLAN, THE INDIVIDUALS ON OUR TEAM MUST . . .

- *Rely on God's wisdom*—committed to our Father's business, surrendered to the leading of the Holy Spirit in every area of our lives and ministry.
- *Commit to personal growth*—with an overwhelming desire to become more like Christ in every area of our lives.
- *Act with compassion*—mindful of women who need Christ and those who need to grow closer to Him.
- *Live in unity*—cooperative with our pastor and leadership team, with a desire to make significant contributions to fulfilling the vision of our church.
- *Work with integrity*—functioning as a team with a clear focus and measurable objectives.
- *Strive for excellence*—utilizing our individual God-given strengths and fulfilling our individual callings.