



Moving ministries forward, *together.*

Mission Statement Assessment

On a scale of 1 to 5, rate the church's mission statement for these seven descriptions.

- 1: strongly agree
- 2: agree
- 3: neutral
- 4: disagree
- 5: strongly disagree

___ **1. It must be clear.**

Does the mission statement have a portable and pithy message that is understandable to everyone in the church? Mission statements must have determination behind them, not just direction.

___ **2. It must be passionate.**

Can others read your mission statement and become characterized by a deep-seated desire to jump in and be a part of it?

___ **3. It must be energetic.**

People love to be moved when they read something. Your mission statement should cause someone to dream of the possibilities behind it and what it would look and feel like if they are a part of it. It should create enthusiasm and initiative when it is read.

___ **4. It must be believable.**

Another goal of a mission statement is to cause the reader to believe in the mission's achievement and that they can be a part of it. It should be invitational and give them a sense of belonging.

___ **5. It must be outward-focused.**

People love to see lives changed. If your mission statement is inclusive and only points people back to your church, it's probably time for a change? Make sure that your mission statement gives the expectation that it is about reaching others and helping and guiding them to something better.

___ **6. It must be urgent.**

Our culture lives off urgency. People love things that have a time attached to them. They value a time factor to the achievement of a goal. Set an expectation of what the urgency is associated with your mission statement.

___ **7. It must be motivational.**

Does your mission statement move the reader to be dedicated and committed to being a part of what you are doing?



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We're on a Mission!

Questions to ask for a new mission statement:

1. Does it describe what our church will do and why we will do it?
2. Is it outcome oriented?
3. Is it inclusive of the goals and people who are or may become involved in the church?

Putting a mission statement into practice:

1. Look at the church's committees, ministries, and structure. Do they reflect the new mission? If not, what needs to change or even be discontinued so that the church can better live out its mission?
2. Look at the church budget: how is money being allocated in alignment with the church's mission? If it isn't, what needs to change?
3. Look at time and talent: how are people giving in ways that support the church's mission? Is there an activity, outreach, etc. that is not reflective of the church's mission? If so, how can that be addressed?
4. How will the church help people connect their stewardship (gifts of time, talent and treasure) with the church's mission? (Ex. "Because of your hours spent preparing last week's community meal, our church was able to live its mission to _____ by providing a meal and hospitality to our neighbors."). Create a plan that incorporates the stewardship/mission statement connection being shared during worship, in print, through electronic communications, and visually throughout the church.
5. Finally, take the mission statement to the next level by answering these questions:
 - What's our intended impact with this mission: who will we reach, where will we do this work, and what outcomes do we want to achieve?
 - What steps will we take to achieve our intended impact?