

# **Annual Ministry Plan Template**

## ***Mission/Purpose***

A concise, yet comprehensive statement outlining the reasons why the ministry exists, the assistance it provides, and the intended groups of people that it assists. These groups may be indirect (helping priests or parish staff for example), demographic based (Youth up to 25 years old or Seniors who are 55+), circumstantial in nature (homeless, unwed mothers, refugees). What is important is defining the common, identifiable characteristics of those in need.

WHAT IS BEING PROVIDED TO WHO?

## ***Situational Analysis***

Briefly describe your ministry by summarizing your its primary functions. From there, evaluate key internal and external elements for the coming year that impact your ability to achieve your mission (for an internal example, "mailing volumes have grown by 20% plus for the past three years", an external example could be "population growth in Nashville is anticipated to grow by 2% "). This would also include a "SWOT" analysis whereas you would list:

1. Strengths of your area (can be knowledge, personnel, experience, technology, funding, etc)
2. Weaknesses to be addressed (areas of need to focus on for improving performance)
3. Opportunities (some internal or external events or conditions which benefit your mission)
4. Threats (some internal or external events or conditions which makes your mission more difficult)

ESSENTIALLY, AN OVERVIEW OF YOUR AREA AND ITS STRENGTHS, AREAS OF IMPROVEMENT, OPPORTUNITIES AND CHALLENGES THAT YOU ANTICIPATE.

*For this section, charts and graphs may help to make key points for trends, performance, market data, etc.*

## ***Core Strategy Elements***

These are the primary components or methods of the ministry to bring about intended results. Also, describe any underlying philosophy that supports the strategy itself (generally, try to limit the number of core strategy elements to 3-5 core items, if possible). Examples of core strategies could be parish outreach programs, web-based interactivity, direct marketing solicitations, train the trainer certifications, etc).

### ***Key Tactical Programs***

For each Core Strategy identified above, what primary activities will be undertaken throughout the year to achieve them, along with measurable objectives (e.g. Number of people in attendance, certifications issued, pledge cards received, study sessions completed, etc.) All activities should be identified as to when they occur, either continually throughout the year or what specific months an “event or project” will take place.

### ***Financial Impacts***

For each Tactical Program, how much is expected to be spent to accomplish the objectives identified? How are those expenditures expected to be made throughout the year by month?

If it is a fund-raising program, how much is it expected to generate within the fiscal year? Again, how are those revenues expected to come in throughout the year by month?

### ***Measurement, Tracking, and Follow-Up***

How will each Tactical Program be measured and tracked for success? What will be the key measurable goals to deem it a success? How will the program be evaluated afterward to examine ways for improvement? The key to successful goal setting is to answer: WHAT, HOW MUCH, BY WHEN?

In addition, what overall goals, ratios, and metrics are used to measure the success of the entire ministry? These are usually both quantitative and qualitative in nature and expressed in relationship to the level of resources expended (examples could include: average SAT score of high school graduates, average tuition cost per elementary and high school pupil, number of engaged couple participants/total cost of engaged couple retreats, satisfaction survey of how effective engaged couple retreat was.

### ***Summary Matrix***

Develop a 1-2 page matrix that highlights the Mission, Core Strategies, Tactical Programs, Measurable Results, and anticipated Financial Impacts.