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Church/Ministry Plan Worksheet

Your Church/Ministry plan will be specific to your organization, but the basic components and some information for each is listed below:

1. **The Executive Summary.** This is a concise one- to four-page summary illustrating the key points that are detailed in each section of the ensuing Church/Ministry plan. The Executive Summary should stand on its own as a separate document.
2. **Church/Ministry Overview.** Offer a description of the Church/Ministry, including:
 - a. The legal structure
 - b. Church/Ministry formation history
 - c. The type of Church/Ministry
 - d. Location
 - e. Means/methods/venue for running the Church/Ministry (Internet, storefront operation, building)
3. **Operations Plan.** Offer an explanation describing how the Church/Ministry will function, including the physical setup and responsibilities for specific tasks.
4. **Market Analysis.** Include an overview of the market as a whole, with specific data and charts or graphs, if appropriate. Define your target market and your plans for catering to this specific audience.
5. **Ministries and Services.** Describe what ministries will be available or the services offered. Classify the different types of ministries or services and provide a brief description of each.
6. **Evangelism/Marketing.** Outline the cost for your evangelism/marketing and how it will be done. Include rationalizations for why your audience will be receptive to your ministry and how you will reach them through marketing and advertising efforts.
7. **Location Analysis.** Analyze the strengths and weaknesses of your plan and location. You understand what the Lord has directed you to do. Make sure you are clear about where you are to do it. Demonstrate how you will fulfill God's vision in the place you have chosen. Is finances or personal preferences driving the decision?
8. **Management Team.** Provide pertinent, concise background information on all key players involved in the Church/Ministry.
9. **Daily Operation of Church.** Explain in steps the daily operation of your church including the duties of the administrator, minister, staff and volunteers who lead studies or group activities. Describe the church facility where you hold services and classes, and insert costs involved in moving to a larger facility once membership increases.
10. **Financial Plan.** Include all financial information, from startup costs to balance sheets. The financial section should outline:

- a. The amount necessary to start or maintain the Church/Ministry
- b. The amount needed over the next two, three, and even five years
- c. Plans to use funds
- d. Anticipated need for additional funding
- e. Ongoing Church/Ministry expenses:
 - List the equipment you will need over the next few years
 - Salaries
 - Insurance costs
 - Promotional expenses, etc.

11. **Projections.** Provide projected income statements and balance sheets for at least two or three years.