

Initiative Launch Worksheet for Ministries

Instructions: Fill out this Initiative Launch Worksheet with your leadership team to help refine your vision, avoid common roadblocks, and build a solid foundation for your new program.

PART 1: VISION-CASTING

When you first develop a vision for a new initiative, it's important to clearly define the needs you want to meet, anticipate potential barriers, and create a framework for action. Answer the following questions to guide your conversations and plans for a potential new program.

Defining Needs

Determine the gaps that need filled in your community and note which ones align with your mission and sincerely held beliefs.

What research is available to help you identify gaps in the community?

Who is serving this people group already? What needs exist that are not already addressed?

Who are the specific people you hope to serve through your initiative? (Example: Neighbors, community members, at-risk populations, youth, seniors, people with special needs, minorities, etc.)

Where are the people who will benefit from your initiative located? (Example: Online, in town, within a certain radius or geographic location, etc.)

What needs best align with your mission, vision, and sincerely held beliefs? How can your ministry meet those needs?

As you consider how you might meet needs, what outcome do you want to see for these people and how this outcome aligns with your mission and sincerely held beliefs?

Identify and reference relevant biblical passages that support the initiative. Highlight how the initiative aligns with the teachings and values of the Christian faith and your ministry.

Identifying Resources

Gather information from the people who want to help you launch this initiative so you can learn how their experience could align with current needs.

What are the resources your ministry (building, property, etc.) can provide?

- **Location:** Urban | Suburban | Rural
- **Proximity:** What is nearby?

- **Existing Ministries:** What other like-minded ministries in the community might offer opportunities for collaboration?

What are the resources (gifts, talents, interests, etc.) your people can provide? Ask your team to provide a list of their hobbies, interests, certificates, and experiences. List all the information you gather below, along with contact information.

Are there opportunities for non-believers to help serve in your initiative, or is it limited to Christians only. (Example: You might have a core team of believers, but certain volunteer opportunities might be open to anyone willing to help.)

Evaluating Costs

The cost of your initiative involves more than financial resources. Consider all elements of the initiative's cost, including time, resources, and potential setbacks.

How much money is needed up-front to get your initiative off the ground? Write your estimation below.

What are the supplies you expect to need for your initiative? Consider how often you might need to replace supplies and resources due to wear and tear.

What other support or resources might your initiative need to launch? (Consider building space, tech support, office support, web development, printing, communications, social media, etc.)

How many hours of work will the launch of your initiative require? List the staff members and volunteers who will be involved, along with their roles/titles. Detail the approximate number of hours you believe they'll dedicate to your initiative launch.

What kind of training will be required for staff and volunteers? List potential training opportunities, along with whether training will be required continually or just once.

What are the risks associated with starting this initiative?

What repercussions would your ministry face if the initiative is unsuccessful?

What are some potential ongoing sources of revenue that could sustain your initiative? Consider whether your needs will outpace your revenue.

PART 2: IMPLEMENTATION

After you gather information on the needs in your community and the pathways available for meeting those needs, you can begin considering what implementation might look like for your initiative. Fill out the following section of the worksheet to develop an actionable plan for launching your program.

List each step required to get your initiative ready to launch, along with the name and contact information of people who will be responsible for each step. (Break down the steps as much as possible to help create clarity.)

List your milestones for the program's launch and immediate future. (Be sure to set SMART goals: **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-Bound.)

Write down the metrics and tools you'll use to monitor success.

Who are the people responsible for tracking your goals and evaluating them according to established metrics.

When will you evaluate your progress? How long will your initial plan run before you re-convene to adjust and set more goals? Create a timeline below.

PART 3: SUSTAINABILITY

It's important to maintain a vision for a long-term impact. What will your initiative look like in six months? A year? Five years? The following questions will help you cultivate a sustainable model to keep your program running.

What is unique about your initiative? Write down what you are doing that no one else is doing.

How will you ensure that your initiative's goals remain tied to and consistent with your ministry's mission and sincerely held beliefs?

How many diversified sources of income do you have? Write down any major donors or funding sources that you might be relying on disproportionately.

How do you plan to offset ongoing expenses?

What is your plan for if/when funding runs out?

How will your initiative sustain itself?

Consider legal structure and liability, what are the pros and cons of establishing this initiative as a separate 501(c)3 organization?

After working through all the questions above, you should have a better idea of what your initiative needs to be successful for years to come. You can use this document as a reference guide as you work with your team to refine your vision, set your plans into motion, and make a lasting impact on your community.

ACTION STEPS/COMMENTS

This is a sample document only. Your organization is responsible for compliance with all applicable laws. Accordingly, this worksheet should not be used or adopted by your organization without first being reviewed and approved by a licensed attorney in your state. Brotherhood Mutual Insurance Company assumes no liability in the preparation and distribution of this worksheet.