



# Master Ministry Plan

presented  
October 11, 2009  
FBC, Raytown

*"Where there is no vision, the people perish."*

*Pro. 29:18*

A special “Thank You” goes to everyone who participated in the VISION 2020 process, but we especially want to thank those who served on the Evaluation Planning Team and on the Strategic Planning Advisory Group.

***Evaluation Planning Team***

Anthony Andrews  
Chane Hutton  
Gary Jones  
Jeff Logsdon  
Lorraine Powers  
JoAnne Ruble  
Larry Thomas

***Strategy Planning Advisory Group***

Jason Allen  
Darron Edwards  
Jeff Funderburk  
Chane Hutton  
Jeff Logsdon  
Randy Messer  
Chris Pinion  
Randall Stotts  
Eric Williams

## Table of Contents

Overview .....	4
Preamble .....	5
Vision Statement, Values & Objectives .....	6
Objectives, Goals & Action Plans.....	8
Gospel Outreach.....	9
Resourcing Churches .....	10
Assisting Community Transformation.....	12
Church Planting .....	14
Equipping Leaders .....	15

The VISION 2020 Master Ministry Plan  
Blue River-Kansas City Baptist Association

As the newly elected Executive Director of Missions for BR-KC Association, I shared that my first year priorities would be connecting with pastors and churches, providing strategy and mission training opportunities, and leading the Association through a strategy planning process. Below is the process we used to envision and discern what the Lord would have our Association to focus on in the years 2010-2020.

***Strategy Development Process for the Association***

ENVISION is the title we gave to the process of associational strategic planning. It consisted of four phases. The process sought to give every pastor, church, church leader and church member the opportunity to be involved in seeking God's vision for the next decade in the Association.

The work required to move us to that point was divided into four phases.

**Phase I – “Who and How” (October & November, 2008)**

An Evaluation Planning Team of pastors and lay leaders was assembled. The team developed the process and tools necessary to get feedback regarding the Association's ministry. They also studied the current status of our counties and what changes in demographics could be expected in the urban and rural areas of the Association over the next 10 years.

**Phase II – “Conduct Evaluation” (January – March, 2009)**

The Evaluation Planning Team surveyed and interviewed pastors and key leaders in churches and local governments. They gathered hard and soft demographic data on our churches and communities and brought a report to the April 23 Executive Board Meeting. You can find that Evaluation Team Report on our website.

**Phase III – “Strategic Planning I” (April – June, 2009)**

The Planning Team's report to the Executive Board was published and discussion groups held for those who couldn't attend the Executive Board meeting. A Strategic Planning Advisory Group of nine pastors and church planters was enlisted to study the report, surveys and interviews and develop a proposed vision, along with a set of values and objectives for the Association to consider.

**Phase IV – “Strategic Planning II” (August – October, 2009)**

An all-day retreat was held on September 3 to discuss the proposed vision statement, values and objectives. The retreat was open to anyone in the Association that desired to participate. Work groups were formed around each proposed ministry objective to develop goals and action plans. Strategic Planning Advisory Group members facilitated the work groups, collected the input, and worked to finalize the goals and action plans at a follow-up meeting on October 1.

The result of this year long process is the VISION 2020 Master Ministry Plan contained in this document.

The vision statement envisions a preferred future and gives us a picture of what we could be and do with God's help. The values describe those beliefs we feel are essential at the Association level. The vision and values serve as filters and parameters for what we consider doing and how we pursue the vision. The objectives are priority areas of ministry we believe are most important in order to accomplish the vision. The goals are targets and the action plans are means toward accomplishing the objectives. The goals and action plans will need to change over time as the context changes.

The VISION 2020 Master Ministry Plan gives us focus and urgency and direction, but is not written in stone or canonical. We will need to flex, evaluate, and refocus along the way. But the ministry plan is discerned from a lengthy and comprehensive process of seeking the Lord and garnering input from many of God's people and His churches in our Association. May God guide us and give us success in these spiritual pursuits according to His will, for His glory, the building of His Kingdom and Church, the salvation of many, the edification of His people, the good of our communities and the blessing of many.

## *Preamble*

VISION 2020 has been an exciting process of discovering God's Will for the cooperative ministries of the churches in the Association. In many ways the process has helped us connect to pastors and churches in a fresh way, strengthening relationships and restoring a vision of churches working together for the Kingdom.

The planning group arrived at five objectives to guide the ministry of the Association. This document outlines those five objectives plus the goals and action plans developed during the year-long strategic planning process. But there are over-arching concepts that relate to each of the objectives.

### **Ministry Teams**

We envision a Ministry Team for each of the VISION 2020 objectives. These teams would be formed by volunteers from our churches who sense a burden for the ministries represented in their objective of choice. The teams would be open to anyone who has an interest and will take the time to participate in the Team Meetings. Teams will be fluid in that people may join and/or drop off a team at any time.

Two Team Leaders would be enlisted by the staff of the Association to provide continuity and focus to each team. These leaders would serve a term of one year.

### **Pledge the Vision**

The goals outlined will require both human and financial resources. The human resources will come from those in the churches that God calls out to serve on our Ministry teams. The financial resources will come from the churches and individuals in the Association.

We would challenge each congregation to examine the goals of VISION 2020 and prayerfully consider how their church should support the work financially. It is our hope and prayer that every congregation would participate in a "Pledge the Vision" emphasis at one of the following three levels:

- 9K Challenge: Pledge \$9,000 over and above your current Associational giving for the next four years.
- 2K-5K Challenge: Pledge \$2,000 to \$5,000 over and above your current Associational giving for the next four years.
- All for One Challenge: Pledge to increase your Associational giving by some amount for the next four years.

### **Additional Staff**

The Personnel Committee has already expressed a desire to add one additional Associate Director to the staff when the Association receipts have increased to the level where another staff position can be supported. This new staff member would serve as a missional Acts 1:8 catalyst to help accomplish many of the goals of VISION 2020. He would be an Associate Director for Missional Outreach. He would develop and facilitate our churches intentional mission strategies, community transformation efforts, church planting, Association mission partnerships and projects, and provide related equipping needs among our churches.

### **Facilitating Partnerships**

As you read through the goals and action plans, you will see that every objective involves some level of partnering or networking among the churches. The need for churches to work together to accomplish Acts 1:8 is a New Testament value and a Baptist Hallmark. It is important that churches address all of the elements of Christ's command, seeking to bring the Gospel to their "Jerusalem" and also to their "Judea, Samaria and the uttermost parts of the earth." For VISION 2020 to come to fruition, partnering and networking must become a part of the ministry paradigm of the churches. Every Ministry Team will have, as an over-arching assignment, the task of discovering where and how partnerships are needed and can be created. It will be the job of the Association staff to help each team make this happen and keep them focused on this part of their work together.

We recognize that the continuum between fulfilling the Great Commission and demonstrating the Great Commandment can create a different comfort level among churches. It is our goal to partner churches based on a common comfort level.

As you read, study and pray over this document, ask God to open the eyes of your heart and help you see the fields around us that are white unto harvest. Ask him to create in your church a burden for helping to strengthen neighborhoods and for starting new churches. Ask him to equip your leaders and provide the resources needed to move forward together, reaching out to our communities with the Gospel of Christ. And ask him where your place is in the VISION 2020 plan.

# VISION 2020

## Vision Statement

*We envision a network of healthy Baptist churches partnering together to transform lives and communities through the power of the Gospel of Jesus Christ at home, in North America and around the world.*

## Values

Biblical Fidelity

Gospel Proclamation

Partnership

Service/Servanthood

## Objectives

Gospel Outreach

Resourcing Churches

Assisting Community Transformation

Church Planting

Equipping Leaders



Objectives,  
Goals  
&  
Action Plans



# Gospel Outreach

The Gospel Outreach Ministry Team (see preamble) will be responsible for carrying out the goals and action plans of this objective.

**Goal:** By 2020, every church in the Blue River Kansas City Baptist Association will be sharing the Gospel locally, nationally, and internationally as a result of mission urgency, training, and opportunity.

### *Action Plans:*

1. The Gospel Outreach (GO) ministry team will carry out the action plans for the Gospel Outreach objective. This team will consist of volunteers from associational churches with a passion for Gospel Outreach. Two team leaders will be selected annually by the associational staff.
2. By the April 2010 Executive Board Meeting, the GO ministry team will encourage every church to sign a Covenant of Prayer related to gospel outreach; personally, corporately and associationally.
3. Annually, the GO ministry team will provide consultative customized evangelism training for churches desiring to grow in Gospel Outreach.
4. Annually, the GO ministry team will assist churches and campus missionaries with Gospel Outreach to college students.
5. Annually, the GO ministry team will challenge every existing “going church” to intentionally partner with another church or churches who are not involved in a local, national and international mission effort.
6. By 2010, the GO ministry team will assist regional churches within the association to begin a cooperative effort through evangelism events and projects for reaching unchurched people within that region.
7. By 2010, the GO ministry team will identify both a North American people group and an international unengaged unreached people.
8. By 2011, the GO ministry team will lead an associational effort for initial engagement of both a North American people group and an international unengaged unreached people group.



# Resourcing Churches

The Resourcing Churches Ministry Team (see preamble) will be responsible for carrying out the goals and action plans of this objective.

**Goal:** The association staff and Resourcing Churches Ministry Team will develop Resource Groups to assist churches in their ministries by June 1, 2010. (e.g. VBS, Youth, S.S., Music,

***Action Plans:***

1. Discover specific ministries within churches that are in need of assistance.
2. Find volunteers within the association to fit missions [ministry] needs.
3. Facilitate the development and equipping of the mission teams to fit mission [ministry] needs.
4. Inform churches of the availability of mission teams in accordance with the information gathered in step one.
5. Receive requests and coordinate the sending out of mission teams.

**Goal:** 80% of association churches will partner with at least one other association church by the Annual Meeting of the Association in October 2012

***Action Plans:***

1. Define at the 2009 Annual Meeting that a partnership between churches would be an established relationship for achieving shared goals in areas such as evangelism, community involvement and worship through sharing of resources such as material or personnel.
2. The association staff will contact each church to determine any area they would like to partner with another church and maintain a list of those churches and areas.
3. The association staff will provide the list of churches willing to partner and in what areas to the association's churches, and facilitate the churches getting together to discuss partnerships.



# Resourcing Churches

**Goal:** The association staff and Resourcing Churches Ministry Team will facilitate sharing materials among the churches and have a process in place by January 1, 2010.

***Action Plans:***

1. Discover churches willing to share resources.
  - Develop a check list of items a church is willing to share.
  - Send request and list to the pastors.
2. Create a database and enter the responses from the churches.
3. Publish the availability of these resources at least twice a year.
4. Add a means on the web site where the churches can register resources they have.
5. Resend the request in step 1 each year.

**Goal:** The association will develop a database of those persons with special expertise that are willing to share and assist churches in need of their expertise by January of 2010.

***Action Plans:***

1. Develop a survey form for association churches information.
2. Place survey form on web site.
3. Solicit names of individuals, companies, organizations, etc. from among association churches using web site as well as printed forms.
4. Develop a database for association records and enter responses.
5. Develop association form for churches to use to request help.



# Assisting Community Transformation

The Assisting Community Transformation Ministry Team (see preamble) will be responsible for carrying out the goals and action plans of this objective.

**Goal:** Increase the educational progress for children within our Association's borders.

***Action Plans:***

1. Minister through the Adopt-A-School Program
2. Publicize the work and purpose of the Adopt-a-School program.
3. Encourage local churches to adopt a school in their community.
4. Provide tutors for after-school and summer program sites.

**Goal:** Build relationships between cooperating churches and partnership ministries to share resources.

***Action Plans:***

1. Create networks of leaders.
2. Provide ongoing equipping events
3. Connect these churches with groups that can use their facilities for ministry.
4. Locate ministries that are providing innovative programming and encourage cooperating churches to partner with them.

**Goal:** Assist congregations providing innovative programming aimed at significant community issues (i.e. chronic disease, violence, health, homelessness, pregnancy prevention).

***Action Plans:***

1. Gather needs of churches that are providing needed services and publish them.
2. Gather resource list from churches with resources to help and publish them.
3. Help connect churches with resources to churches providing services.
4. Encourage opportunities for pastors of churches that are providing services to speak to congregations who might provide assistance.



# Assisting Community Transformation

**Goal:** Mobilize Baptists to act together to effect change in governmental affairs for causes that are for the transformation of the community.

***Action Plans:***

1. Compile e-mail/telephone lists for quick responses to emergency needs.
2. Develop educational forums that encourage civil discussion regarding emerging needs.
3. Develop a team to discuss issues that are unifying and important to cooperating churches.

**Goal:** Assist congregations in helping their membership become gainfully employed.

***Action Plans:***

1. Create a pool of people with skills who are seeking employment.
2. Compile a list of members in cooperating churches who make employment decisions., and ask for a commitment to hire qualified applicants from pool.
3. Provide employment fairs which include workshops.



# Church Planting

The Church Planting Ministry Team (see preamble) will be responsible for carrying out the goals and action plans of this objective.

**Goal:** The Association will help to catalyze our churches to start 30 new churches in the Association by 2020.

## ***Action Plans:***

### Finances

1. The Associational Church Planting Ministry Team (see 5 below) will seek to enlist 3 to 5 churches (per church plant) to become support partners in various capacities.
2. The Associational Church Planting Ministry Team will designate associational budget money for assessment, start-up, and the on-going support of church plants.
3. The Association will create a fund for church planting to which individuals, businesses, and churches can contribute for the financial support of these church plants.
4. The Associational Church Planting Ministry Team will seek to develop a network of business owners who can provide part-time jobs for church planters.

### Identifying, Assessing, & Coaching

5. Associational staff will create an Associational Church Planting Ministry Team comprised of appropriate Associational Staff and 2 non-staff volunteers to assist with the task of identifying, assessing, and coaching church planters.
6. The Associational Church Planting Ministry Team will develop systems for identifying potential church planters.
7. The Associational Church Planting Ministry Team will designate appropriate entities for the assessment of potential church planters in addition to the MBC Church Planting Assessment.
8. The Associational Church Planting Ministry Team will develop an on-going coaching and mentoring structure for the benefit of church planters and potential church planting coaches.



# Equipping Leaders

The Equipping Leaders Ministry Team (see preamble) will be responsible for carrying out the goals and action plans of this objective.

**Goal:** Assist churches in the Association in assessing leadership training needs that rise from their existing ministry areas.

***Action Plans:***

1. Provide personnel to lead in this assessment.
2. Provide leadership training in ministry areas identified.
3. Encourage churches to utilize technology resources for training by highlighting online resources as well as developing a lending library by 2011.

**Goal:** By 2011, help churches in the Association develop networks to address leadership needs.

***Action Plan:***

1. Compile a list of gifted leaders in the following areas: Pastoral, Worship, Education (Sunday School & Missions), Children, Youth, Senior Adults, Parenting, etc.
2. Form church partnerships to address leadership training by encouraging leaders to come alongside leaders to equip them to be more effective in targeted ministries.

**Goal:** Encourage leaders in the Association churches in the area of spiritual development. Time line is on-going.

***Action Plan:***

1. Encourage mentoring relationships between ministry staff in our churches (pastor to pastor, youth to youth etc.)
2. Establish small peer groups throughout the association by regions for dialogue and prayer to encourage one another as leaders.
3. Association staff provide opportunities that would renew church staff.

© 2009

*Blue River-Kansas City Baptist Association  
4001 NE Lakewood Way  
Lee's Summit, MO 64064*