



Reference



Research Resources

Internal Trends

The Leavell Center – <https://www.nobts.edu/leavell-center/>

The Leavell Center for Evangelism and Church Health at New Orleans Baptist Theological Seminary provides demographic services and will analyze internal growth trends in your church. Their fee-based service also offers geo-mapping of data with micro-grid mapping based on a user-defined area. They can also map geo-coded data layers from your church-provided database file.



Lifeway research

LifeWay Research – <http://www.lifewayresearch.com/>

LifeWay Research offers information on current trends and statistics in SBC churches. View SBC statistics, previous studies and articles on their website. You can also sign up to receive e-mail updates on church and culture research.



Find Custom Research at:

<https://www.lifewayresearch.com/custom-research/>

Barna Research Group – <https://www.barna.com/consulting/>

Through the years, the Barna team has worked with thousands of churches and faith leaders. You can access some of their best research for ministries and church leaders on the broad trends reshaping spirituality, society and church life.



Find Research Articles at:

<https://www.barna.com/research/>

Community Research

Association of Religion Data Archives – <https://www.thearda.com/>

The ARDA is housed in the Social Science Research Institute at Pennsylvania State University. The incredible tools found here can pinpoint congregations and display demographic data on interactive maps. View religious affiliation data and other demographic information in the growing ARDA collection.



Docent Research Group – <https://www.docentgroup.com/>

Docent Research Group partners with pastors to provide research assistance. The group assists with both sermon and sociological research, consultations, curriculum development and more.

Docent Research Group Services include:

- Demographic research to help plan for a new campus launch or church plant
- Sermon series preparation and planning
- Position papers to articulate beliefs or develop ministry strategies
- Custom curriculum for small groups and Christian education programs
- Custom research and more

Mission Insite – <https://www.acstechnologies.com/missioninsite/>

MissionInsite offers a flexible web-based information system with comprehensive socioeconomic and lifestyle data and an interactive mapping platform. Order the ExecutiveInsite report to gain a greater understanding of your community. The zip code-defined report features:

- 16 pages that showcase a community through the lens of 12 essential insights
- Data sets that include current year updates, often integrating 5-year projections and 10-year forecasts
- StoryView and ThemeView, based upon 10 demographic indicators, which include population and households, age, education and career status, and community diversity
- Experian MOSAIC lifestyle types represented in a community
- Charitable giving practices from the Simmons Market Research Group
- Religious program or ministry preferences from the Quadrennium Project National Religious Survey of American Beliefs, Preferences and Practices



U.S. Census Bureau – <https://www.census.gov/>

U.S. government census data is available online and offers a searchable zip code-based database for the entire country. Data can be mapped and many tables, charts and maps can be pasted into popular word-processing and presentation programs for reporting purposes.



Find a useful Zip Code Search feature at:
<https://data.census.gov/>

City-Data.com – <http://www.city-data.com/>

City-Data has collected and analyzed data from numerous sources to create interesting profiles of all U.S. cities.

ZipWho.com – <https://www.zipwho.com/>

Find preliminary demographics for any U.S. zip code.

Outreach Focus

PRIZM Premier Segmentation – <https://claritas360.claritas.com/mybestsegments/>

PRIZM Premier is a segmentation system from Nielsen Claritas that harness both household and geographic level data. The 68 segments are arranged in two parts—social groups and life stage groups. Social groups are classified by three levels of affluence (low, moderate and high) and by four levels of urbanization (urban, 2nd city, suburban and town and rural). Life stage groups are classified by the same three levels of affluence and by three categories of age-and-children combinations (younger years, family life and mature years).



PRIZM Premier Segmentation Profile –

<https://claritas360.claritas.com/mybestsegments/#zipLookup>

Click here to see what a sample segmentation profile for your community looks like. A PRIZM profile illustrates the power and ministry uses of segmentation data.



MOSAIC Clusters – <http://www.segmentationportal.com/us>

MOSAIC is a geodemographic segmentation system developed by Experian and marketed in over twenty countries worldwide. Read more about MOSAIC methodology here. The 71 MOSAIC clusters are used by The Leavell Center for Evangelism and Church Growth at New Orleans Baptist Theological Seminary.

Research Reading List

Davis, Jim, and Michael Graham, *The Great Dechurching: Who's Leaving, Why Are They Going, and What Will It Take to Bring Them Back?* (Grand Rapids, MI: Zondervan, 2023).

Rainer, Thom, *The Unchurched Next Door: Understanding Faith Stages as Keys to Sharing Your Faith* (Grand Rapids, MI: Zondervan, 2003).

Strobel, Lee, *Inside the Mind of Unchurched Harry and Mary: How to Reach Friends and Family Who Avoid God and The Church* (Grand Rapids, MI: Zondervan Publishing House, 1993).

Weiss, Michael J., *The Clustering of America: A Vivid Portrait of the Nation's 40 Neighborhood Types—Their Values, Lifestyles and Eccentricities* (New York: Harper & Row, Publishers, 1989).

White, James Emery, *The Rise of the Nones: Understanding and Reaching the Religiously Unaffiliated* (Grand Rapids, MI: Baker Books, 2014).



Vision & Values Resources

Online Tools

Leadership Journal Archives –

<http://www.christianitytoday.com/pastors/leadership-journal-archives/>

Access the complete Leadership Journal archives. Containing over 35 years of issues, these archives contain a trove of pastoral wisdom, leadership skills, and encouragement for your calling. Search the archive for articles on many aspects of church vision, planning, leadership and ministry.



Mind Tools – http://www.mindtools.com/pages/article/newLDR_90.htm

Established in 1996, Mind Tools helps more than 15,000,000 people each year learn practical, straightforward business and management skills. Follow this link to learn more about business perspectives on vision, mission and purpose.



Auxano – <http://www.auxano.com/>

Auxano's methodology, the Vision Pathway, results in a Vision Frame for your ministry. It's laid out as a tool to discern and design God's better future as presented in *Church Unique*. Steps in the Vision Pathway include:

- **Rethink** | What does it really mean to lead with effective vision today? Because it is easier to duplicate than to incarnate, many leaders often succumb to neglecting their church's unique calling.
- **Uncover** | What can your church do better than 10,000 others? Is it possible that God has a special calling for your church? To put it another way, how does your church glorify God and make disciples? The answer is your church's Kingdom Concept.
- **Talk Up** | Do you have compelling answers to the five irreducible questions of clarity? The Vision Frame contains five components that define your church's DNA and creates the platform for all vision casting.
- **Live Out** | How is your team "dripping vision" into conversations and ministry decisions every day? The Integration Model is a simple tool to equip your leadership for vision-centered dialogue and ego-free decision making.



Find Auxano's Visual Summary at:

https://ministryactionplans.com/doc/church_unique_visual_summary.pdf





Church Vision & Values Examples

Bellevue Baptist Church – Cordova, Tennessee – Our mission is to Love God, Love People, Share Jesus and Make Disciples.

Biltmore Baptist Church – Asheville, North Carolina – Biltmore Church exists to glorify God by making disciples of Jesus who reach up, reach in, and reach out.

Elevation Church – Matthews, North Carolina – Elevation Church exists so that people far from God will be raised to life in Christ.

Faith Baptist Church – Bartlett, Tennessee – The Mission of Faith Baptist Church is to glorify God through passionate worship, personal evangelism, purposeful discipleship, practical ministry and participation in missions.

Fellowship Church – Plano, Texas – Our vision for Fellowship Church is simple. We exist to Reach Up, Reach Out, and Reach In. These three are the biblical mandates of the local church.

First West – West Monroe, Louisiana – Our mission is to #seetoit that no one misses the grace of God. Our vision is to see people changed by the gospel and living out their Christ-centered purpose.



Find the First West Vision White Paper at:

https://ministryactionplans.com/doc/first_west_vision_white_paper.pdf

Redeemer Presbyterian Church – New York, New York – Redeemer Presbyterian Church is a center-city community of changed people who are committed to serving and renewing New York City through a movement of the Gospel of Jesus Christ.

Second Baptist Church – Houston, Texas – “Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy spirit, teaching them to observe all that I commanded you; and lo, I am with you always.” – Matthew 28:19-20

Willow Creek Church – South Barrington, Illinois – The Mission of Willow Creek Community Church is to turn irreligious people into fully devoted followers of Jesus Christ.



Nonprofit Vision & Values Examples

Alzheimer's Association – Our vision is a world without Alzheimer's.

Creative Commons – Our vision is nothing less than realizing the full potential of the Internet—universal access to research and education, full participation in culture—to drive a new era of development, growth, and productivity.

Ducks Unlimited – Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.

Make-A-Wish Foundation – Our vision is that people everywhere. will share the power of a wish.

Smithsonian Institution – Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world.

Top Nonprofit Vision Statements – <http://topnonprofits.com/examples/vision-statements>
Click this link to see 30 vision statements selected from the top 100 U.S. nonprofits.

Business Vision & Values Examples

Amazon – Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.

Apple – Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.

Facebook – Facebook's mission is to give people the power to share and make the world more open and connected.

Google – Google's mission is to organize the world's information and make it universally accessible and useful.

Microsoft – Microsoft's mission is to enable people and businesses throughout the world to realize their full potential.

Skype – Skype's mission is to be the fabric of real-time communication on the web.

YouTube – YouTube's mission is to provide fast and easy video access and the ability to share videos frequently.



Vision & Values Reading List

Barna, George, *Turning Vision Into Action* (Ventura, CA: Regal Books, 1996).

Blanchard, Ken, and Jesse Stoner, *Full Steam Ahead!: Unleash the Power of Vision in Your Company and Your Life*, 2nd ed. (San Francisco: Berrett-Koehler Publishers, 2011).

Malphurs, Aubrey, *Developing a Vision for Ministry in the 21st Century*, 2nd ed. (Grand Rapids, MI: Baker Book House, 1999).

Mancini, Will, *Church Unique: How Missional Leaders Cast Vision, Capture Culture, and Create Movement* (San Francisco: Jossey-Bass, 2008).

Osborne, Larry, *Sticky Teams: Keeping Your Leadership Team and Staff on the Same Page* (Grand Rapids, MI: Zondervan, 2010).

Southerland, Dan, *Transitioning: Leading Your Church through Change* (Grand Rapids, MI: Zondervan Publishing House, 2002).

Stevens, Tim, *Vision: Lost and Found: The Story of a Church That God Stuck but Didn't Stay There* (Centreville, VA: Exponential Resources, 2012).

Sample Church Values

Fellowship Bible Church – Crawford Loritts

Authority of Scripture: We recognize the Bible as the inspired, inerrant Word of God, the source of spiritual and moral authority leading to wisdom, sufficient for equipping and training God's people. (2 Timothy 3:14-17)

Mission: We believe we are called to live missionally and engage in personal evangelism, local community service and global missions. (Matthew 28:18-20)

Worship: We will individually and corporately celebrate our love for God, our trust in His greatness and sovereignty, our unity and salvation in Jesus Christ, and our dependence upon the Holy Spirit. (Psalm 66:4)

Stewardship: We believe that God is the owner of who we are and all we possess; we embrace His mandate to consistently honor Him with our financial provision and personal gifts of service. (Psalm 104:24)

Community: We recognize that, while living in a fallen world, we are called to live in Christian community consistently abiding in the Great Commandment, loving God and reflecting His unconditional love to our neighbor. (Acts 2:43-47)

Prayer: We acknowledge the primacy and priority of prayer both individually and corporately, constantly seeking God's will and the leading of the Holy Spirit in everything. (Philippians 4:6)

Christ Church of the Valley – Brian Jones

- **Biblically-Based** - The Bible alone dictates what we believe and practice.
- **Culturally Relevant** – To be effective the church must remain culturally relevant.
- **Evangelistic** – Followers of Jesus are passionate about evangelism.
- **Church Planting** – We will be a church planting church.
- **Community** – Life change happens best in community with other Christians.
- **Discipleship** - Followers of Jesus obey his teachings.
- **Excellence** – Excellence honors God and inspires people.
- **Grace** – We will foster an environment of love, acceptance, and forgiveness.
- **Stewardship** – We will give our time, spiritual gifts, abilities, and finances to extend Christ's kingdom.



Sample Church Values

Denton Bible Church - Tom Nelson

1. We value the **authority of Scripture**, looking to the Bible as the inspired, inerrant word of God to direct us in all pertinent matters of belief and behavior. *2 Timothy 3:16; 2 Peter 1:20-21; Isaiah 40:8*
2. We value **Bible exposition**, regarding accurate and relevant teaching and preaching of the Scriptures as essential to the spiritual vitality of our church. *2 Timothy 4:1-2; Matthew 28:18-20; Acts 2:42*
3. We value **prayer**, recognizing our church's desperate need for God to guide, equip, and empower the church to accomplish its ministry aspirations. *Acts 2:42; 1 Thessalonians 5:16-18*
4. We value **missions**, understanding our church's great responsibility to train ministers and laity worldwide to be more effective in ministry. *Matthew 28:18-20; 2 Corinthians 5:19-20; Acts 1:8*
5. We value **discipleship**, convinced each person in our church is called to follow Christ wholeheartedly and to help others do the same. *Luke 9:23; Titus 2:1-6; 2 Timothy 2:2*
6. We value **evangelism**, persuaded that people who do not know Jesus Christ as Savior are now separated from God and in danger of eternal condemnation. *Acts 1:8; 2 Corinthians 5:19-20; Matthew 28:18-20*
7. We value **financial responsibility**, humbled by the faithful giving of our people and convinced of our duty to be above reproach in all financial matters. *1 Corinthians 16:1-2; 2 Corinthians 8:19-21; 9:6-8*
8. We value **compassion**, fully aware of God's call upon our church to meet the various and pressing needs of our community. *James 1:27; Galatians 2:10*
9. We value a **well-mobilized lay ministry**, realizing our greatest ministry aspirations will be accomplished through the Spirit-led efforts of our people. *Ephesians 4:11-13; Titus 2:3-5; 1 Peter 2:9-10*
10. We value **community**, believing that true spiritual growth happens best in the context of transparent, authentic relationships. *Proverbs 27:17; Acts 2:46*



Sample Church Values

Austin Ridge Bible Church – Brad Thomas

The core values of our church serve as a description of what we believe the Bible calls us to be and to do as followers of Jesus. They are a barometer or a measuring stick for each of us as we grow in relationship with Jesus and become more and more like him. The staff and volunteers of Austin Ridge are committed to leading this church as people who live these values day by day.

We Are People Who:

Worship Jesus - *Rev 5:13*

Are Led by the Scripture - *2 Tim 3:16-17*

Invest in Authentic Relationships - *Eph 4:1-3*

Are Prayer Dependant - *Isa 56:7c*

Live Generously - *2 Corinthians 9:6-, 11*

Are Missional – *Matthew 28:19-20*

Thomas Road Baptist Church – Johnathan Falwell

Commitment to Scripture

Without a doubt, Thomas Road is built upon the Word of God. Since our founding in 1956, we have never wavered nor compromised on the inspired, infallible and inerrant Word of God. We are committed to accurately teaching and preaching Holy Scripture at every opportunity.

Whether in a Sunday morning service or an evening Life Group, we place a high value on the Word of God. Are you hungry for God's Word? Do you desire to know God's will for your life? Then, get into God's Word today. Join with the Psalmist in saying: "Your Word is a lamp to my feet and a light to my path." Psalm 119:105



Sample Church Values

Culture of Prayer

Our church is committed to integrating prayer into every aspect of our ministry. Jeremiah 33:3 says, “Call to Me and I will answer you, and show you great and mighty things, which you do not know.” We humbly realize our dependence upon the Lord.

We strive to make Thomas Road a house of prayer. We want it to be part of our culture every minute of every day on Main Street, in the Worship Center and throughout our entire campus.

May we never forget the words of our founding pastor, Dr. Jerry Falwell:

“Nothing of eternal significance is ever accomplished apart from prayer.”

Lifestyle of Worship

Any time the word “worship” is mentioned in Christian circles, the first thing that comes to the minds of most believers is “music” – the praise and worship songs we sing on Sunday mornings. While it is true that we can find great joy in worshipping God through music, the very act of worship is not to be limited to a song or a series of songs on Sunday morning. True worship of God is to be reflected in our lifestyle in every moment... in every decision...in every relationship.

Matthew 22:37 says, “You shall love the Lord your God with all your heart, with all your soul, and with all your mind.” “All” is not limited to Sunday mornings – “all” is everything we have, every moment we are given and in every situation that God brings into our path. What a responsibility! At Thomas Road, we are asking God to create a desire within all of us to honor, glorify and praise God through our lives.

Connection to Community

We were never supposed to live the Christian life alone. We are to “bear one another’s burdens, and so fulfill the law of Christ.” (Galatians 6:2) At Thomas Road, we value each member’s commitment to loving and serving each other. Yes, we do this on Sunday morning, but we also strive to support each other during the week.

One of the best ways to experience this type of community is to be connected to a Life Group. These small groups meet on Sunday mornings as well as during the week in homes of our members. These groups allow you to develop authentic, deep relationships that encourage you, as you are an encouragement to others.



Sample Church Values

Heart for Serving

Built upon the principles in John 13, Acts 2 and Ephesians 2 & 4, we are to serve one another in the body of Christ. Jesus commanded us to love one another. One of the most practical ways we can truly love our brothers and sisters in Christ is to serve each other using the spiritual gifts that God has given to us.

What is your spiritual gift? How are you using it in our local church to serve fellow church members? If you have not yet discovered your spiritual gift or are looking for areas where you can share your gift, visit our Connect class. Let's all commit to serving each other as Christ has commanded us to do.

Passion for Sharing

Passion for Sharing takes us outside the walls of our church. Thomas Road wants to compassionately serve our local community, as well as, actively participate in missions around the world. We want to reach our city and the "uttermost parts of the earth".

Jesus was moved with compassion as He ministered to the multitudes. Romans 10:14 reminds us: "How then shall they call on Him in whom they have not believed? And how shall they believe in Him of whom they have not heard? And how shall they hear without a preacher?" We are committed to following His example by intentionally developing relationships that 'earn' us the right to actively share the Gospel.





WILLOW CREEK COMMUNITY CHURCH

CORE VALUES

Ten core values bring clarity to the things that matter most at Willow. They guide how we achieve our mission, influencing major leadership decisions as well as everyday ministry plans. They even help us navigate staffing and budget issues. In short, they keep us focused on the unique call God has given us as a local church.

- **We believe anointed teaching is the catalyst for transformation in individuals' lives and in the church.** This includes the concept of teaching for life change (Romans 12:7; 2 Timothy 3:16–17; James 1:23–25).
- **We believe lost people matter to God, and therefore, they matter to the church.** This includes the concepts of relational evangelism and evangelism as a process (Luke 5:30–32; Luke 15; Matthew 18:14).
- **We believe the church should be culturally relevant while remaining doctrinally pure.** This includes the concept of sensitively relating to our culture through our facility, printed materials, and use of the arts (1 Corinthians 9:19–23).
- **We believe Christ followers should manifest authenticity and yearn for continuous growth.** This includes the concepts of personal authenticity, character, and wholeness (Ephesians 4:25–26, 32; Hebrews 12:1; Philippians 1:6).
- **We believe a church should operate as a unified community of servants, with men and women stewarding their spiritual gifts.** This includes the concepts of unity, servanthood, spiritual gifts, and ministry callings (1 Corinthians 12 and 14; Romans 12; Ephesians 4; Psalm 133:1).
- **We believe loving relationships should permeate every aspect of church life.** This includes the concepts of love-driven ministry, ministry accomplished in teams, and relationship building (1 Corinthians 13; Nehemiah 3; Luke 10:1; John 13:34–35).
- **We believe life-change happens best in community.** This includes the concepts of discipleship, vulnerability, and accountability (Luke 6:12–13; Acts 2:44–47).
- **We believe excellence honors God and inspires people.** This includes the concepts of evaluation, critical review, intensity, and excellence (Colossians 3:17; Malachi 1:6–14; Proverbs 27:17).
- **We believe churches should be led by men and women with God-given leadership gifts.** This includes the concepts of empowerment, servant leadership, strategic focus, and intentionality (Nehemiah 1–2; Romans 12:8; Acts 6:2–5).
- **We believe the pursuit of full devotion to Christ and His cause is normal for every believer.** This includes the concepts of stewardship, servanthood, downward mobility, and the pursuit of kingdom goals (1 Kings 11:4; Philippians 2:1–11; 2 Corinthians 8:7).



#See to it

Mission

#Seetoit that no one misses the grace of God

Vision

To see people changed by the gospel and living out their Christ-centered purpose

Threads (Values)



Worship

- **Christ-Centered.** Living out our Christ-centered purpose starts with authentic worship.
- **Spirit-Led.** Our goal is to experience the presence of God.
- **Engaging.** Connecting with the people of Northeast Louisiana is important to us.
- **Vibrant.** We celebrate what Jesus has done for us.
- **Multi-Generational.** We will engage all ages with Christ-centered worship.



Community

- **Disciple-Making.** We invest in others to live for Jesus Christ.
- **Groups.** We connect with each other, study the Bible and apply it to our lives in LIFE Groups and D-Groups.
- **Family.** Intentional marriages, parents and families are important to us.



Service

- **Serving.** Serving in the church and out in the community is an important part of Christ-centered living.
- **Evangelism.** We share Jesus with everyone.
- **Multiplication.** We multiply the church in NELA, NOLA and the world.

Strategy



Worship

- **Lead Measures** – Invite Culture, Worship Volunteers, Media Volunteers, Momentum Building Sundays
- **Lag Measure** – Worship Service Attendance
- **Wildly Important Goal (WIG)** – 2,225 (Fall 2019) and 2,292 (Spring 2020)



Community

- **Lead Measures** – Leader Contacts, D-Groups Growth, Lunch with the Pastor, New LIFE Group Leaders, New LIFE Groups
- **Lag Measure** – LIFE Group Attendance
- **WIG** – 1,234 (Fall 2019) and 1,307 (Spring 2020)



Service

- **Lead Measures** – LIFE Group Presentations, Recruiting Conversations, NOLA Trips, New Volunteers, Perspectives Course, See To It Sundays
- **Lag Measure** – Volunteers Mobilized
- **WIG** – 750 (2019-20)

Evangelism

- **Lead Measures** – People Praying, Training Events, People Trained, Gospel Conversations
- **Lag Measure** – Baptisms
- **WIG** – 140+ (2019-20)

Outcomes

LIVING OUT YOUR **CHRIST-CENTERED PURPOSE**



**PURSUE CHRIST DAILY
WORSHIP GOD WEEKLY
GIVE GENEROUSLY**



**CONNECT IN A LIFE GROUP FAITHFULLY
MAKE DISCIPLES CONTINUOUSLY**



**SERVE IN AND OUT REGULARLY
SHARE CHRIST INTENTIONALLY**



First West celebrates 100 years of ministry in 2020. Initiated early in 2017, First West 100 is a vision to #seetoit like never before.

Here's what we're asking God to do through the ministry of First West:

Evangelism

- 500 Baptisms **362 Baptisms**
- 2,750 Attending Campus Worship Services (Average) **2,183 Average in Worship**
- 10,000 Decisions for Christ through FW Strategic Partnerships **4,376 Decisions**

Multiplication

- 4 Regional Campuses **3 Campuses**
- 2 Church Plants **2 NOLA Plants and 1 NELA Plant**
- 1 Church Strategic Partnership **Initiated Multiply NELA with 16 Churches**

Groups

- Every FW Member Engaged in a Group **57% Members Engaged**
- Every LIFE Group Mobilized on Mission **71% Groups Mobilization**
- 1,650 Attending Campus LIFE Groups (Average) **1,092 Average in Groups**

On Mission

- 700 Serving in Local Ministries and Short-Term Mission Trips **685 on Mission**
- Comprehensive Community Ministries Plan in a Revitalized Transform Center **Thrift Store Phases 1 and 2 Expansion Completed**

RED = 2019 Update





Strategic Focus Points: Church Purposes

TARGET:

Age: 34 · Family Size: 3.2
Median Income: \$86,000
Education: College+
Median Home Value: \$184,000

MISSION STATEMENT:

We exist to glorify God by totally committing ourselves to Jesus Christ and to the explosive growth of His kingdom.

GOAL
BAPTISMS: 100

GOAL
GROUPS: 1,150

GOAL
NEW LEADERS: 150

GOAL
ON MISSION: 200

GOAL
WORSHIP: 1,550

STRATEGIC AREAS

EVANGELISM

DISCIPLESHIP

MINISTRY

MISSIONS

WORSHIP

STRATEGIES

TACTICS

Strategy I.
PRAYING

Tactic 1
Tactic 2

Strategy II.
EQUIPPING

Tactic 1
Tactic 2

Strategy III.
SOWING

Tactic 1
Tactic 2

Strategy IV.
REAPING

Tactic 1
Tactic 2

Strategy I.
BIBLE
FELLOWSHIPS

Tactic 1
Tactic 2

Strategy II.
APOLOGETICS

Tactic 1
Tactic 2

Strategy III.
FAMILY
MINISTRY

Tactic 1
Tactic 2

Strategy I.
MEMBERSHIP
101

Tactic 1
Tactic 2

Strategy II.
CHURCHWIDE
DEVELOPMENT

Tactic 1
Tactic 2

Strategy III.
MINISTRY
DEVELOPMENT

Tactic 1
Tactic 2

Strategy IV.
APPRECIATION

Tactic 1
Tactic 2

Strategy I.
JERUSALEM

Tactic 1
Tactic 2

Strategy II.
JUDEA

Tactic 1
Tactic 2

Strategy III.
SAMARIA

Tactic 1
Tactic 2

Strategy IV.
ENDS OF
THE EARTH

Tactic 1
Tactic 2

Strategy I.
WORSHIP
SERVICES

Tactic 1
Tactic 2

Strategy II.
WORSHIP
CHOIR

Tactic 1
Tactic 2

Strategy III.
INSTRUMENTAL
MINISTRY

Tactic 1
Tactic 2

Strategy IV.
THEATRE
MINISTRY

Tactic 1
Tactic 2

Strategic Focus Points: Priority Areas



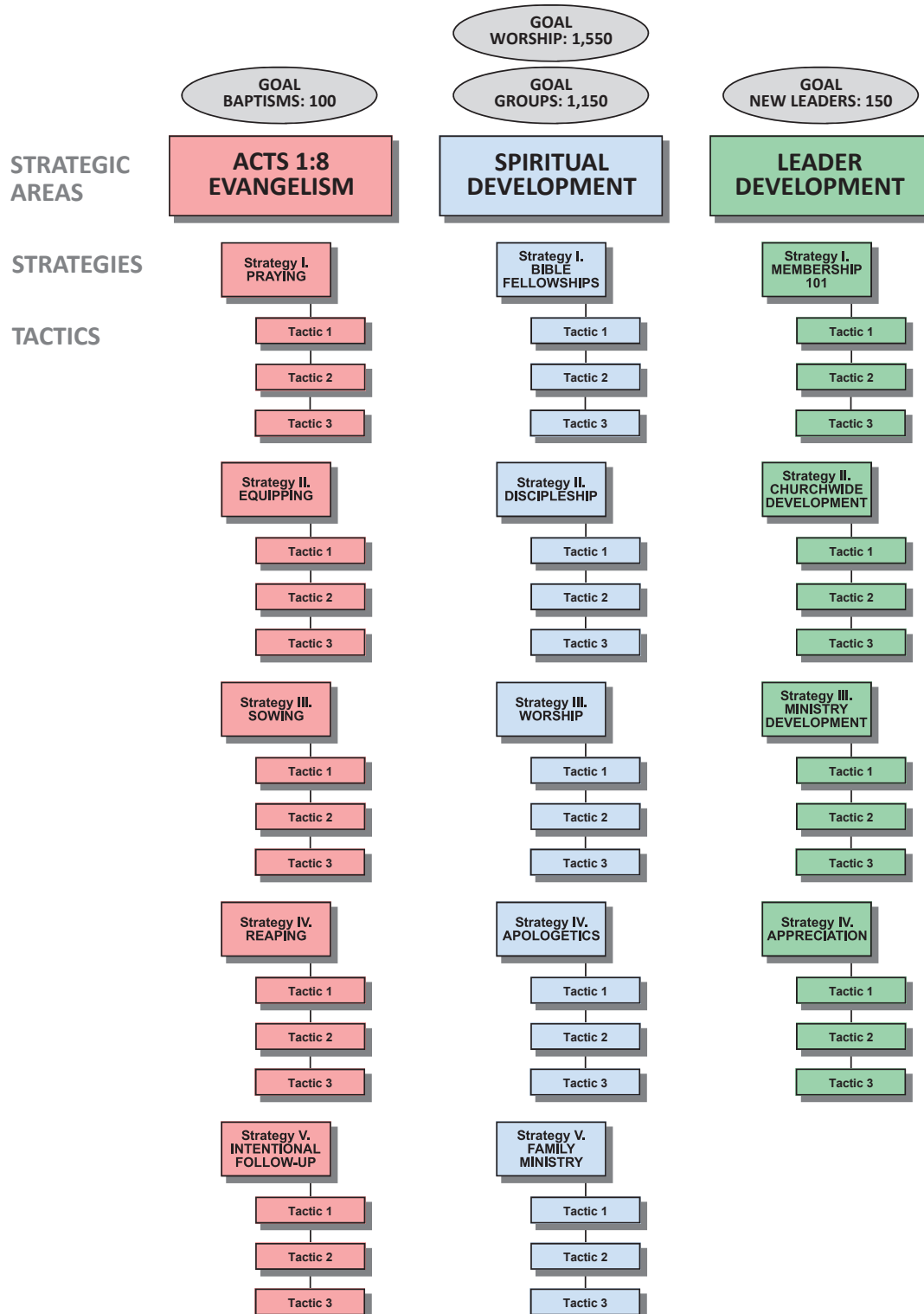
MISSION STATEMENT:

We exist to glorify God by totally committing ourselves to Jesus Christ and to the explosive growth of His kingdom.

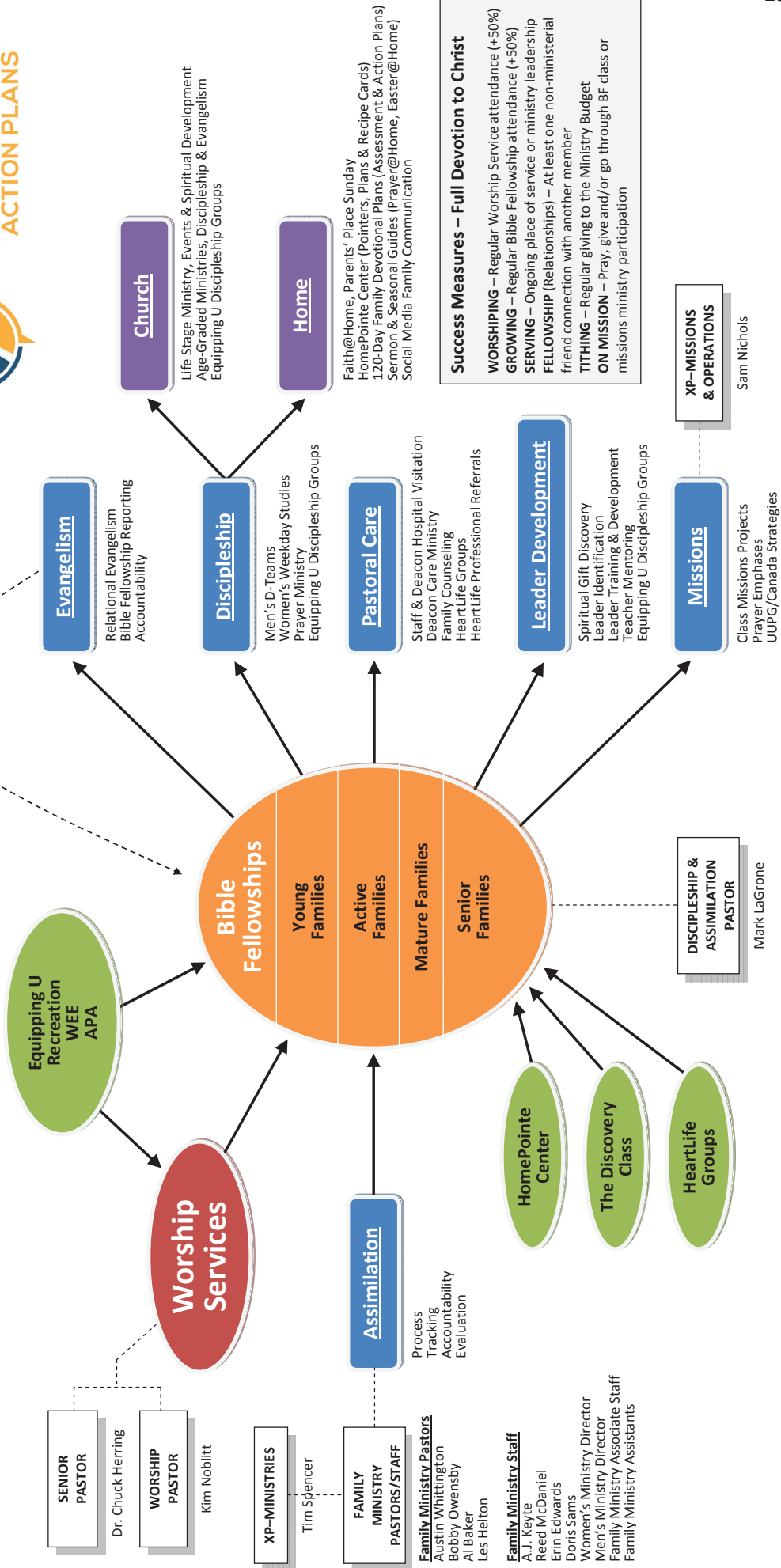
TARGET:

Age: 34 · Family Size: 3.2 · Median Income: \$86,000

Education: College+ · Median Home Value: \$184,000



Strategic Focus Points: Family Ministry



Time & Task

Fall 2025 Growth Cycle

	TIER 1-2 Churchwide Internal and/or Community External	TIER 3 Ministry Specific
AUGUST	WM STI Senior Lunch (8/3)* NELBA Worship Night @ NMBC (8/3)* Marriage Night w/ Gary Chapman (8/10)* WM STI Young Families Dinner (8/13)* Big Sunday (8/17)* CH See To It Fellowship (8/17)* WM STI Median Adult Lunch (8/24)*	Deacon Nominations Begin (8/10)* Worship Ministry Kickoff (8/13) Back to School Events (8/13) Lunch with the Pastor (8/17)* Midweek Kickoff (8/20) Deacon Nominations Conclude (8/31)*
SEPTEMBER	Family Dedication (9/7)* D-Groups Kickoff (9/7)* Hero Sunday (9/14)* TOGETHER Member Gathering (9/21)* Student IMPACT @ FW (9/24) See To It Commitment Sunday (9/28)*	FW Kids Mom & Son Night (9/14)* SA Progressive Revival (9/15-17) See You at the Pole (9/24) 1 st Grade Bible Presentation (9/28)*
OCTOBER	Tim Hawkins in Concert (10/9) Picnic in the Park @ Kiroli Park (10/19)* Friend Day (10/26)*	OPSB Fall Break (10/13-17)* Deacon Election (10/19, 10/26)*
NOVEMBER	Foster Care Sunday (11/2)* Beloved Women's Retreat (11/6-9)* Thanksgiving Weekend (11/27-30)*	Lunch with the Pastor (11/2)* Deacon Banquet (11/13) Friendsgiving/Pumpkin Patch (TBD)*
DECEMBER	Women's Christmas Event (12/7)* Search for Baby Jesus (12/14)* NELA Christmas Celebration (12/19-21)* Christmas Eve Services @ 4pm (12/24)	WM Christmas Parade (12/6) Dome Weekend (12/12-14)* No LIFE Groups (12/21, 12/28)* Church Offices Closed (12/22-26) (12/31, 1/1)

*Sunday or Sunday Impact (Theme Sundays in BLUE)

Time & Task

Spring 2026 Growth Cycle

	TIER 1-2 Churchwide Internal and/or Community External	TIER 3 Ministry Specific
JANUARY	Welcome Back Sunday (1/4)* Compassion Sunday (1/11)* SPIN Weekend (1/21-25)* Evangelism Strategy Kickoff*	Young Adult/YMA Vision Night (1/11)* Missions 101 Begins (1/11)* Golden Years Event (1/15) NELA March for Life (1/25)*
FEBRUARY	Forged Men's Conference (2/7) Gameday Sunday (2/8)*	Lunch with the Pastor (2/1)* Widow-Widowers Lunch (2/10) FW Kids FREEZ-IN (2/15)*
MARCH	Hope for the Nations (3/1)* Daddy Daughter 2025 (3/13-14)	OPSB Spring Break (3/23-27)*
APRIL	Easter Sunday (4/5)* 8am, 9am & 10:30am Worship (WM) 9am & 10:30am Worship (CH) TOGETHER Member Gathering (4/19)* Beloved Women's Retreat (4/23-26)* First West Men's Retreat (4/30-5/3)*	Lunch with the Pastor (4/19)*
MAY	Graduate Recognition (5/3)* Mother's Day/Family Dedication (5/10)* Memorial Day Weekend (5/22-25)*	National Day of Prayer (5/7) OPSB Graduation Week (5/11-16)

*Sunday or Sunday Impact (Theme Sundays in BLUE)

Strategic Projects Schedule

- **WM Children's Area Renovations**
 - Demo & Renovations – October-December 2025
 - Renovations Completed – January 1, 2026 (Sunday, 1/4 Grand Opening)
- **WM Young Married Adult LIFE Groups Area Renovations**
 - Demo & Renovations – January-March 2026
 - Renovations Completed – April 5, 2026 (Sunday, 4/12 Grand Opening)
- **CH Facilities and/or Real Estate Purchase**
 - TBD, but as soon as possible

Time & Task

Spring-Summer Growth Plan



**SEE PEOPLE CHANGED BY THE GOSPEL AND
LIVING OUT THEIR CHRIST-CENTERED PURPOSE**

DATE	CAMPUS	ITEM	OUTCOME	PURPOSE
NOVEMBER				
11/9 SAT	GL	Freedom Fellowship @ Chennault Museum	Service	Honor our veterans and serve our community on Veterans Day
11/10 SUN	GL	See To It (The World Sunday) and Transform Offering	Service	Mobilize the church to pray, give and go in NELA, NOLA and the world
	WM	Lunch w/ the Pastor	Assimilation	Commit to the 7 outcomes of Christ-centered living; Level 3 of Spiritual Growth Plan
11/17 & 24 SUN	GL	Thanksgiving Messages	Worship	Give thanks for God's blessings and provision
11/19 TUE	GL	First West Men @ WM: "Home Run Coaches"	Evangelism	Provide an intentional opportunity for men's fellowship and outreach
11/21 THU	GL	Deacons Banquet @ WM	Community	Fellowship together as one deacon body serving 1 church on 3 campuses
11/22-30	GL	Germany Mission Trip	Service	#seetoit in NELA, NOLA and the world
11/25-29		OPSB Thanksgiving Holidays		
DECEMBER				
12/1 SUN	GL	<i>Glorious, Uproarious, Absurd Generosity</i> Message Series Begins	Worship	Celebrate Ruth's most famous descendent with the story behind Christmas
12/2 MON	GL	Leadership Team Dinner		

DATE	CAMPUS	ITEM	OUTCOME	PURPOSE
12/4 WED	GL	Deacon Ordination Council @ WM	Discipleship	Ordain new deacons to minister and serve across all 3 FW campuses
12/11 WED	GL	Deacon Ordination Service @ WM	Discipleship	Ordain new deacons to minister and serve across all 3 FW campuses
12/20-22 FRI-SUN	GL	NELA Christmas Celebration @ WM	Evangelism	Welcome the community with seasonal music, Christ-centered worship and a gospel presentation
12/20-1/3		OPSB Christmas Holidays		
12/24 TUE	GL	Christmas Eve Services @ 5pm	Evangelism	Demonstrate Christ-centered worship and welcome the CEO crowd on Christmas Eve
JANUARY				
January-February	GL	New LIFE Groups @Home and LIFE Groups @Church Begin	Community	Start new groups to make room for new people; Level 2 of Spiritual Growth Plan
January-February	GL	New D-Groups Cycle Begins	Discipleship	Level 4 of Spiritual Growth Plan
1/8 WED	GL	Wednesday Schedule Kickoff (with Campus Option for Nights of Worship)	Community	Begin weekly campus outreach, discipleship and worship prep for kids, students and adults
1/12 SUN	WM	Lunch w/ the Pastor	Assimilation	Commit to the 7 outcomes of Christ-centered living; Level 3 of Spiritual Growth Plan
1/20 MON		OPSB Martin Luther King, Jr. Holiday		
1/23-26	GL	SPIN Weekend	Evangelism	Evangelize unchurched students and lead believers to deeper levels of faith
1/26 SUN	FB	SPIN Weekend: 2 Services @ 9am & 10:30am	Worship	Provide additional space for large crowds attending services on SPIN Weekend

DATE	CAMPUS	ITEM	OUTCOME	PURPOSE
FEBRUARY				
2/2 SUN	GL	Tailgate Sunday/ Super Bowl Sunday	Evangelism	Leverage Super Bowl Sunday as a Sunday AM momentum- and attendance-building opportunity
2/17 MON		OPSB Presidents' Day Holiday		
2/20-22 THU-SAT	GL	First West Men's Retreat @ Seeker Springs	Discipleship	Disciple men to live out their Christ-centered purpose
2/25 TUE	GL	First West Men @ FB	Evangelism	Provide an intentional opportunity for men's fellowship and outreach
2/29 SAT	GL	Daddy-Daughter @ WM	NextGen	Provide an intentional opportunity for father-daughter connections
MARCH				
3/6-7 FRI-SAT	GL	<i>Word Alive Tour</i> Women's Conference w/ Lysa TerKeurst	Discipleship	Build community awareness of FW among women in Northeast Louisiana
3/13 FRI	GL	LIFE Group Leader Summit @ WM	Discipleship	Develop the FW leadership pipeline (apprentice and new teachers) with focused training for teachers
3/21-22 SAT-SUN	GL	Serve Week (Saturday, Sunday and the following week)	Service	Ask every LIFE Group to serve on mission in our community
3/24 TUE	GL	First West Men @ CH	Evangelism	Provide an intentional opportunity for men's fellowship and outreach
3/30-4/3		OPSB Spring Break Holidays		
APRIL				
4/5 SUN	WM	Lunch w/ the Pastor	Assimilation	Commit to the 7 outcomes of Christ-centered living; Level 3 of Spiritual Growth Plan
4/10 FRI		OPSB Good Friday Holiday		
4/11 SAT	WM	Easter Service @ 6pm	Evangelism, Worship	Welcome the CEO crowd on the highest attended Sunday of the year

DATE	CAMPUS	ITEM	OUTCOME	PURPOSE
4/12 SUN	WM	Easter Services @ 9:30am & 11am	Evangelism, Worship	Welcome the CEO crowd on the highest attended Sunday of the year
	FB	Easter Services @ 9am & 10:30am		
	CH	Easter Services @ 9am & 10:30am		
4/13 MON		OPSB Easter Holiday		
4/24 FRI	WM	Steven Curtis Chapman Concert	Worship	Build community awareness of FW among targeted groups
4/26 SUN	GL	<i>Hope for the Nations</i> Scholarship Dinner @ WM	Service	Provide a focused opportunity to finance upcoming mission work
4/28 TUE	GL	First West Men @ WM	Evangelism	Provide an intentional opportunity for men's fellowship and outreach
4/29 WED	GL	Spring Celebration (Wednesday Ministries End)	Discipleship, NextGen	
MAY				
5/3 SUN	GL	Graduate Recognition	NextGen	Mark high school graduation as a faith milestone for seniors
	GL	LIFE Groups Apprentice Week	Discipleship	Develop the FW leadership pipeline (apprentice and new teachers)
5/6 WED	WM	New Member Dinner	Assimilation	Help new members take next steps in LIFE Groups and Service
5/10 SUN	GL	Family Dedication	NextGen	Mark parent/child dedication as the first faith milestone
5/17 SUN	WM	VBS Canvassing Week (Sunday and the following week)	Evangelism	Ask people to canvass neighborhoods in our community
5/15-24	GL	410 Bridge Kenya Mission Trip	Service	#seetoit that no one misses the grace of God
5/21 THU		OPSB Students Last Day		

DATE	CAMPUS	ITEM	OUTCOME	PURPOSE
JUNE				
6/1-5 MON-FRI	WM	Vacation Bible School	Evangelism	Evangelize unchurched kids and families
6/8-12 MON-FRI	GL	Fuego Middle School Camp		
6/15-17 MON-WED	FB	Vacation Bible School (K-4 th Grade)		
6/18-19 THU-FRI	FB	Vacation Bible School (5 th Grade)		
6/20-28	GL	Greece Mission Trip	Service	#seetoit that no one misses the grace of God
6/22-26	GL	NOLA Mission Trip		
6/27-7/7	GL	Wales Mission Trip		
JULY				
6/30-7/4 SUN-SAT	GL	YOUiversity High School Camp	Evangelism	Evangelize unchurched students and families
7/3-12	GL	Slovenia Mission Trip	Service	#seetoit that no one misses the grace of God
7/13-16 MON-THU	GL	Leadership Team Retreat	Worship, Community, Service, Evangelism	Prepare the team for a new year of Christ-centered ministry and growth
7/17-26 SUN-FRI	GL	Canada Mission Trip	Service	#seetoit that no one misses the grace of God

KEY

	Worship
	Community
	Service
	Evangelism

Time & Task Annual Planning



WORSHIP
Morning Worship Services
Goal: 1,550

**ACTS 1:8
EVANGELISM**
Annual Baptisms
Goal: 100

**SPIRITUAL
DEVELOPMENT**
Bible Fellowships
Goal: 1,150

**LEADER
DEVELOPMENT**
New Leaders Developed
Goal: 150

JAN	JAN - Leadership trained to equip members for inviting task...2-3 simple things to do	JAN - Spring Adult Discipleship University and Children's Sunday/Wednesday Discipleship Ministries Begin	JAN 17 AM - State of the Church Address - NAMB "pray for the lost" 3-1-6 cards
FEB	FEB 14-21 - World Missions Conference		
FEB	FEB 13, 21 - Canvassing in neighborhoods/ Missions Conference (GPS Packet w/ Junior Hill flyer)		FEB - Next Level Leader Development Begins
FEB	FEB 28 - One-Day Revival w/ Junior Hill - Call it "Festival of Hope"? Something different? Communicate what everybody is supposed to do...every member invite everyone on your 3:1:6 card (great tie-in)		
MAR		MAR - Apologetics Series - "Reasons to Believe" or "The Case for Christ"	
MAR		MAR/APR/MAY Soul Care Ministry (Divorce, Grief, Addictions) Staff and Lay Training; Soul Care is healing for the hurting spirit	
APR	APR 4 AM - Easter		
APR	APR 22-24 PM - Spring Dinner Theatre - "Petticoats and Pirates"	APR 11,18,25/MAY 2,9,16,23 - Parenting Series (7)	
MAY			
MAY		SUMMER - Middle and High School Student Camps	
JUN	JUNE 17 PM - VBS Family Night	JUNE 14-18 - Vacation Bible School	
JUL		JULY 5, 12, 19, 26 - "Marvelous Mondays" (Sunday night on Monday night) with Special Speakers and Family Meal around tables in Fellowship Hall; Possible Subject: "Problems Families Face" (Debt, Relationships, etc.)	
AUG			
AUG	SEP 12,19,26/OCT 3,10 - Relay Message Series (5)	SEP - Fall Soul Care Ministry Begins	
SEP		SEP - Fall Adult Discipleship University and Children's Sunday/Wednesday Discipleship Ministries Begin	
SEP	OCT 5 - National Night Out (outreach effort in neighborhoods)		OCT - Annual Leadership Banquet to Recast Vision for Strategic Plan
OCT	OCT 24 - Dessert Theatre "A Rock and a Hard Place" (Christ through the eyes of Simon Peter)	OCT 31/NOV 7,14,21 - Capital Stewardship Campaign (add Student, Children's & Pre-school Ministry items and Rec Campus to campaign)	
NOV			
NOV	DEC 5,12,19 - Christmas Concerts/Events - Promotional tickets available for inviting friends and neighbors		
DEC			

[illegible]