

# STRATEGIC PLAN

August '21 – August '23



# PURPOSE church

## ADDRESS

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[purposechurch.ca](http://purposechurch.ca)

**PURPOSE  
CHURCH**



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## MISSION

To love Jesus. To love like Jesus.

## VISION

A community transformed by the Gospel of Jesus Christ, functioning as disciples who make disciples, by loving Jesus and in turn reflecting that love towards others, thereby bringing glory to God and fulfilling His purpose for our lives.

*John 13:34-35 and Proverbs 19:21*

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## MANDATE

To follow the teachings of the Holy Bible, and the example set by Jesus Christ, to glorify God in the earth, so that we may be partakers of eternal life with Him.

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## OUR COMMITMENT

- To keep the Word of God as our foundation
- To be equipped by God
- To make disciples
- To maintain community
- To build love-centered relationships

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## WHAT WE BELIEVE

- We believe the Bible to be the inspired Word of God and that it is our standard for faith and conduct.
- We believe that there is one God, eternally existing in three persons: Father, Son, and Holy Spirit.
- We believe that human nature is sinful and results in the punishment of God.
- We believe that Jesus Christ was conceived by the Holy Spirit and born of the virgin Mary, and is true God and true man.
- We believe that the death of Jesus Christ was for our sins and that all who believe in Him and confess their sins, are forgiven and granted eternal life.
- We believe in the resurrection of Jesus Christ, His ascension into Heaven, and His ministry there as our High Priest.
- We believe in the work of the Holy Spirit in convicting people of sin, the regeneration of those turning to Christ from sin, and His work of sanctification in the believer.
- We believe in the promised return of Jesus Christ.
- We believe in the bodily resurrection of the just and the unjust, the everlasting joy of the saved and the everlasting punishment of the unsaved.
- We believe in the baptism, by immersion in water, of believers.

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## INTRODUCTION

The model for Purpose Church is built on the Great Commission, *Matthew 28:18-20*, 18 And Jesus came and said to them, “All authority in heaven and on earth has been given to me. 19 Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, 20 teaching them to observe all that I have commanded you. And behold, I am with you always, to the end of the age.”

With this recognition, we know our purpose. We know what we are called to do as a community of believers. With our lives, hearts and resources, Purpose Church is called to be disciples, and create disciples by reflecting the love of Jesus Christ, and follow the example that He has set before us.

We will present the Gospel to non-believers, take care of the less fortunate, equip believers, and extend our resources into the corners that others won't go to help the lost. We will connect and train servant leaders to model faithful discipleship and care for one another. We will establish and strengthen homes as mission outposts to impact our city to the glory of God.

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## SWOT ANALYSIS

**STRENGTHS:** *Positive attributes internal to Purpose Church that are within our control*

- We are on a new path as church and our vision is clear.
- Sunday morning is a welcoming worship experience.
- Virtual members and visitors are recognized and engaged.
- A solid infrastructure is being developed.
- New areas of ministry are being developed to enhance spiritual growth, community and church life experience.
- We are a church which continues to seek God for direction.

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**WEAKNESSES:** *Internal factors within our control that may impede our ability to meet our objectives*

- Not every active member sees himself or herself as a minister of the Gospel
- Shortage of volunteers to satisfy ministry needs
- Member inactivity
- Leadership transition has not gone as smoothly as possible.
- Members are still grieving the passing of our founder.
- Lack of church-wide fun events and social engagements.
- Many members don't give or tithe consistently.
- Music ministry needs more musical and skilled volunteers.



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**OPPORTUNITIES:** *External factors that Purpose Church should (or could) develop*

- Our relationship with the community.
- Youth energy and development
- Positive culture of our church.
- Pursuing grants, fellowships and contracts that will help the church to grow.
- Growth in music department and musical volunteers, developing musicians who are members of the ministry.

**THREATS:** *External factors beyond our control that could place Purpose Church at risk*

- Lack of value placed on church/religion in general, within the community.
- Increased secularization of society.

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## GOALS

- To be an authentic church
- To be a connected church
- To build effective servant leaders
- To be family focused
- To be community focused
- To strengthen the economic core

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## ***1 -- TO BE AN AUTHENTIC CHURCH***

We will think, build, and engage our, individual and communal, lifestyles around the principles of the Word of God, fully surrendered to His will and His purpose.

### *Objectives*

- Invite people into a saving relationship with Jesus.
- Increase the number of people practicing spiritual disciplines.
- Deepen our understanding of core biblical beliefs.
- Demonstrate the fruit of the Spirit in our lives.

*What success looks like – Everyone growing to be more like Jesus, thriving in the Word, impacting the world, and reaching others, so they may know the same rewards that come with knowing Christ.*

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## ***2 -- TO BE A CONNECTED CHURCH***

We will actively participate in worship, engage in educational practices, use our spiritual gifts, and care for and communicate with one another. We will extend ourselves to each other to inform, equip, empower and support each other's efforts to grow. This will empower us to share Christ's message with our community.

### *Objectives*

- Attend and participate in worship services and other ministry activities that foster a positive relationship among the members and visitors.
- Help members find a place to fit, develop friendships, and feel the care of the congregation.
- Engage our virtual community by providing activities and resources that reinforce and support their needs.
- Communicate Christ's message to the Durham Region and abroad.

*What success looks like – Everyone being connected through Purpose Groups (small groups), in-service participation, virtual participation, communicating the message of love and hope among each other. Everyone feeling that they are valued and a part of the vision by engaging in activities, small groups, worship, prayer and education.*

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## ***3 -- TO BUILD EFFECTIVE SERVANT LEADERS***

Interested and called persons will be encouraged to embrace leadership roles in the congregation and community, use their spiritual gifts to build the body of Christ, serve in places of work and study, and respond to God's call to service. The greatest leaders are also the greatest servants.

### *Objectives*

- Equip members to serve in leadership in the congregation through example and training.
- Use spiritual gifts to build the body of Christ.
- Accept roles in community-driven initiatives and service opportunities.
- Serve in places of work and study to support those with vocational and educational needs.
- Encourage members to find their role in servant leadership, and fully engage in their call and purpose.
- Commission people to mission service.

*What success looks like – Everyone understanding their call, role and purpose in ministry. Everyone learning to serve effectively and lead in their capacities by serving wholeheartedly. Members identifying their strengths, gifts and passion in ministry with full pursuit of fulfillment.*

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## 4 -- TO BE FAMILY FOCUSED

By placing Jesus at the center of our homes, we will be mission outposts in the community. We will be families on mission to reach people for Jesus. We will strengthen the family by providing resources for individuals and families.

### *Objectives*

- Engage households in family Bible study, mission service, prayer, and other spiritual disciplines together.
- Care for individuals and families in crises and need.
- Strengthen marriages.
- Describe and demonstrate strong homes for our community.
- Encourage, strengthen and support – single persons, single parents, divorced and widowed members, and seniors. We will work to encompass various forms of the family structure to ensure all feel a part of the family.

*What success looks like – Everyone recognizing they have a role in the church family, and working hard to balance the dynamics. Each member, no matter their familial status, feeling strengthened, full of resources and supported and loved by their church family.*

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## ***5 -- TO BE COMMUNITY FOCUSED***

We will love and care for persons externally, but providing a place of love, worship and care. We will work hard to foster community relationship, and partner with other groups to transform the Pickering and the surrounding areas through the love of Christ.

### *Objectives*

- Serve the community by being examples of love through Christ.
- Lead projects and services that benefit community constituents and families.
- Target programs, grants and partnerships housed by the provincial and federal governments that will provide quality resources for Purpose Church and the community.
- Pursue partnerships with external organizations to usher in programs that benefit the community.
- Increase our outreach ministry with a mission to win souls for Christ.

*What success looks like – The community, in-person and virtual, will be strengthened as a result of the efforts of Purpose Church. The community of Pickering and surrounding areas will see Purpose Church as a beacon of hope and love, thereby embracing the principles of the love of Christ. Programs will bring recognition to Purpose Church for our work in the community, and as a resource for those who need help and love.*

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## 6 -- TO STRENGTHEN THE ECONOMIC CORE

We will set realistic economic goals to increase financial resources for the ministry. We understand that resources are necessary to build, grow and maintain the work of Purpose Church. Through good stewardship, giving by the members, and grants and donations from external sources, we will sustain a solid economic structure. We will also focus on individual support for members, so that they may also maintain their personal lives and build economic wealth for their sustenance – through education and support.

### *Objectives*

- Focus on consistent giving of offering, seed offering and tithes by members with a goal of becoming a 65 – 70% tithing church. Right now, we are at less than 20%. Refer to Malachi 3:8.
- Establish specific goals, partnership opportunities and financial strategies to increase the income of the ministry.
- Rent portions the property for external use by organizations and individuals for programs and events.
- Host seminars, programs and partnerships that will contribute to the education of the membership and help them increase their personal economic portfolios (financial literacy).

*What success looks like – Members releasing the favour of God by activating the principles of giving in their lives. According to Malachi, Chapter three, the finances will be brought into the storehouse, so that there will be resources to maintain the work of Purpose Church. Church finances being properly managed and carefully examined. Programs being implemented to help the members increase their personal finances and thrive financially.*



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## INITIATIVES

- Discipleship and Spiritual Growth (Groups, Classes, Events)
- Accountability/Communication (Purpose Connect)
- Ministry Life (In-person membership and E-membership)
- Servant Leadership Training and Raising up Young Leaders
- Property Maintenance and Management Team
- Evangelism/Missions Assignments (more prominent in the 2<sup>nd</sup> year).

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We can't change the world by going to church.  
We can change the world by being the church.

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