

**PURPOSE:** This breakout will help you practically define and communicate your vision and core values in an efficient and effective way. It will also help you discover how to use your core values as a matrix for ministry in order to keep your church and its energies focused.

**Intro:** I started Harvest Ridge 18 years ago with a vision. I couldn't define the vision clearly, but the first Sunday we had 12 people and three ministries... Nursery, Children's & Youth. Our worship was a guy singing (badly) with an out of tune piano. Our food pantry was nonexistent, but we had ministry to Children.

As a youth pastor, the first ministry I established was a 5<sup>th</sup> & 6<sup>th</sup> Grade ministry.

As a pastor, the first hire I made was a Children's pastor... 16 years ago.

Over the years, we have tried dozens of ministries, most of which have failed, but our children's ministries have grown to nearly 1/3 of our Sunday attendance.

The thoughts I share are not from a person that has done it RIGHT, but from a person that has learned a few lessons through my failures, and an occasional success.

## I. Define The Target:

A. What you aim at, you hit.

**Illus:** Grandpa shooting at the bird in the tree.

B. How do you define your target?

1. *What stirs your heart in prayer?*
2. Who do you relate well to? (be honest)
3. What does your common sense say to you?

**Illus:** Demon Chasing Ministries

**Illus: HRC vision** – “The current Barna study indicates that nearly half of all Americans who accept Jesus Christ as their savior do so before reaching the age of 13 (43%), and that two out of three born again Christians (64%) made that commitment to Christ before their 18th birthday... People who become Christian before their teen years are more likely than those who are converted when older to remain "absolutely committed" to Christianity.”

<http://www.barna.org/barna-update/article/5-barna-update/196-evangelism-is-most-effective-among-kids>

**All those kids come to church with a “bringer.”**

C. At bootcamp, drawing the picture of the person you want to reach...

## II. Define The Strategy:

A. Be OK with ignoring other targets.

1. When you define the target, you will miss other targets.
2. Jim Collins – Some people belong on your bus, others don't.
3. Not everyone will align themselves with your target, LET THEM GO.
4. A word about bitterness here... forgive them & BLESS them.

B. How are you going to reach your target?

1. Begin with PRAYER...
  - a) God wants to speak, but you have to listen.
    - **Isaiah 30:21** Whether you turn to the right or to the left, your ears will hear a voice behind you, saying, "This is the way; walk in it."

- **John 10:27** My sheep listen to my voice; I know them, and they follow me

b) God loves them more than you, why not listen to His plan.

**Illus:** Party in the Park

2. Have CONVERSATIONS with your target audience.
  - a) Take someone in your target audience from your church to lunch.
  - b) Take someone in your target audience from outside your church to lunch.
  - c) Ask them what a church that ministered to them would look like?
3. Study OTHERS who are successfully reaching your target.

### III. Defining The Wording:

A. Every vision has to be put into words... so others can catch the vision.

- **Habakkuk 2:2** (NET) The LORD responded: "Write down this message! Record it legibly on tablets, so the one who announces it may read it easily.

B. Glean – read other people’s vision statements.

C. Refine, refine, refine, refine

- **Psalms 12:6** And the words of the LORD are flawless, like silver refined in a furnace of clay, purified seven times.

D. **PUBLISH THE VISION.**

1. Speak it regularly... the pastor should preach the announcements!
2. Put it on/in the Bulletin
3. Website
4. Small Groups.

**Illus:** Our 4 C vision:

**Connection – Providing opportunities to establish a connection with God through Salvation, Baptism and a life filled with the Holy Spirit.**

**Community – Providing opportunities for spiritual growth by developing real, honest and Christ like relationships.**

**Contribute – Providing opportunities for EVERY believer to use their time, talents and treasure to positively impact our world.**

**Children – Providing opportunities for children and youth to fully commit to Christ and fulfill God’s purpose for their lives.**