

Funding Guide 2

Is your Vision Clear?



“Where there is no vision, the people perish” Proverbs 28.18

Has your church council identified the vision that God has given it? Begin with that vision. With a large fundraising project you will be taking your congregation on a long journey, with only the vision to lead them, therefore it needs to be clear, concise and above all inspiring!

Developing your Vision Statement

A vision statement tells those inside and outside your church the reason for its existence. In no more than two sentences, a vision statement explains the specific long term goal of your ministry, where you are going and what you wish to accomplish. What it doesn't do is explain how you'll reach your vision, that's the job of your mission statement.

Whether you use your vision statement to explain what you want your church to become or what you want it to achieve, you're visualising an ideal future. You need to put your vision statement on a pedestal so that your ministry staff and church members never lose sight of it. As a result, the decisions made by staff and church members are consistently aligned with the vision.

Developing a Mission Statement

The concept of 'mission action planning' (MAP) is a process which enables a local church to prayerfully discern the priorities God has for it, and to plan the mission activities it is going to undertake over the coming months and years.

A worthwhile vision and mission statement inspires and motivates those to take action and achieve goals. It challenges them to grow.

Linking Vision and Mission with Aims and Objectives

In light of your Vision and Mission statements, firstly review your aims. Your aim is how to achieve the overall vision. Clarify exactly what you want to do (and why) over the next five to ten years. This will help you to identify your funding needs.

Secondly review your project objectives. Your objectives are the activities you will carry out to achieve your aim. Think about what your objectives are and what work do you need to carry out to meet your objectives?

For example:

Are you trying to renovate the hall because it is a bit shabby, or because a renovated hall is vital for undertaking the work your vision calls for? The answers to these questions will not only identify your funding needs, but also enable you to achieve them.

Potential funders may not care that your hall is shabby - but they will be motivated and inspired by your vision, and what you can achieve with a renovated hall.