



## Intentional Ministry Guide (TEMPLATE)

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**Purpose:** *This guide will help you think through and plan for ministry activities. Use this as a tool to help you be more effective in your ministry. This guide challenges you to make your ministry activities more effective in reaching people with the Gospel of Jesus Christ. If you are not sure how to answer some of these questions then ask the ministry staff or your coach for assistance, they are here to help you.*

**Directions:** *Fill out each section in Part 1 as completely as possible. Once the event has taken place, complete the innovation section in Part 2. If this is an ongoing ministry, re-evaluate and revise this form one time per month.*

### Part 1: Planning

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**Mission of the Church:**


**Copy of Church Logo/Vision picture:**

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**Mission of ministry:**




## **Ministry Contact Information**

**Contact name (Please list the names and information for the ministry leaders):**

<b>Name:</b>	<b>Phone:</b>	<b>E-mail:</b>
<b>Name:</b>	<b>Phone:</b>	<b>E-mail:</b>
<b>Name:</b>	<b>Phone:</b>	<b>E-mail:</b>
<b>Name:</b>	<b>Phone:</b>	<b>E-mail:</b>

## **Ministry Details**

**Activity-** Name the activity (you will give more details in the Plan section below)

**Date(s) scheduled**

  
  

**Location**

**Purpose-** Which of the 5 Purposes does this activity fulfill?

**Alignment-** How does this activity align with the mission and vision of the Church as a whole?



**Empowerment-** How does this activity empower other people to participate, contribute, and develop their leadership skills?


**Communication-** What methods will be used to communicate internally to leadership and externally to invited participants? (Bulletin, announcements, website, phone calls, etc.)


**Feedback-** What methods will be used to gain feedback? (Survey, internet, phone calls, etc.)


**Goals-** What are the goals of this ministry? (Measurable, attainable, Challenging, Establish desired results, create accountability)






## Part 2: Innovation

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**Purpose:** *This section is a means of evaluating progress and learning from mistakes. By reviewing feedback you are able to innovate and improve your effectiveness. You are also able to celebrate in the victory of knowing you are reaching people for Christ.*

**Directions:** *Complete this section after the activity has taken place. If this is an ongoing activity, review and revise this once a month. (Note: once a month is a recommended time frame in the beginning. Depending on your ministry you may need to evaluate more or less than once a month. By using feedback you can gauge what is appropriate for your situation.)*

**Feedback results:** Describe or attach the results of the feedback to this form


**What did you learn from doing this activity and receiving feedback?**




**Goals-** Did you reach the goals of this ministry? (Measurement used? Attained? Challenging enough? Achieved desired results? What is the accountability?)


**Innovations-** What will you do differently next time?


**What were your victories?**


**Other notes or comments:**


This form was created by Michael Daehn for the book *Marketing the Church*  
Contact Michael Daehn 636-236-5718 [michael@marketingthechurch.com](mailto:michael@marketingthechurch.com) [www.marketingthechurch.com](http://www.marketingthechurch.com)