

The Ministry Model Canvas *for churches*

For:

By:

Date:

Version:

<p>Connecting factor 2</p> <p>Top 3 connecting factors (e.g. problems, values, needs, interests)</p> <p>What unique, interest-based activities can we offer that align with our ministry's values and the interests of our target audience?</p> <p>What existing relationships or networks can we leverage to connect with our target audience?</p>	<p>Key Activities 5</p> <p>What are the primary activities required to connect with and serve our target audience effectively?</p> <p>Which activities do we need to sustain this model long-term? (e.g. worship services, communication, events, training)</p>	<p>Missional Identity 3</p> <p>What really is the good news in our context?</p> <p>How does our church reflect God's mission in the world?</p> <p>What aspects of our ministry are particularly compelling to those in our particular context?</p>	<p>Relationships 4</p> <p>What type of relationship do they expect from us? (e. g. community, co-creation, accountability, self-serve, automation)</p> <p>In what ways can we ensure our relational offerings are accessible and appealing to those new to faith?</p>	<p>Target Audience 1</p> <p>Who is our most important target audience? (demographics, location, time, characteristics)</p> <p>Which sub-groups exist? (e.g. families contain parents, kids, youth)</p> <p>What role do faith and spirituality play in the target audience's lives?</p> <p>What alternatives exist and are used by our target audience regarding connecting factors?</p>
<p>Budget 8</p> <p>What are the costs? (e.g. rent, salaries, utilities, communication, technology, materials)</p>		<p>Assessing Missional Effectiveness 9</p> <p>How can we cultivate a posture of prayerful discernment and openness to the Holy Spirit as we assess our church's missional effectiveness?</p> <p>How can we design SMART criteria that align with our church's God-given mission and provide meaningful insights into our ministry's impact and areas for growth?</p>		
<p>Ressources 7</p> <p>What resources do we need? (Financial? Volunteers? Staff? Partnerships? Equipment/Technology/Materials? Location?)</p>		<p>Channels 6</p> <p>Where and how will we reach the target audience?</p> <p>What relationships do we already have, what relationships do we need to establish? (target audience, city, partner organizations)</p>		