



Brad Ransom

**Free Will Baptist
North American
Ministries**

**STRATEGIC
VISIONING
FOR
FUTURE
MINISTRY**



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STATISTICAL REALITY

- 21% attend church weekly
- 56% attending monthly or less
(Gallup March 2024)



STATISTICAL REALITY

- Evangelical Protestants have declined from 26% to 23% of adults since 2007
- Mainline Protestants dropped from 18% to 11%

(Pew Research February 2025)



STATISTICAL REALITY

- In one study done by Devin Pope, an economist at the University of Chicago in 2024, used cell phone data to track where people really are on Sunday morning...

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STATISTICAL REALITY

5%

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\$100,000 QUESTION

**WHY has this happened?
“How did we get here?”**

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\$1,000,000 **PROBLEM**

Our focus as THE Church has shifted inward instead of outward.

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\$100,000 **PROBLEM**

- 68% of “practicing” Christians believe the church exists to help them grow spiritually.
(Barna 2023)

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\$100,000 **PROBLEM**

“And Levi made him a great feast in his own house: and there was a great company of publicans and of others that sat down with them. But their scribes and Pharisees murmured against his disciples, saying, Why do ye eat and drink with publicans and sinners? And Jesus answering said unto them, they that are whole need not a physician; but they that are sick. I came not to call the righteous, but sinners to repentance.” **Luke 5:29-32**



\$100,000 PROBLEM

Somehow, we've got to nail this down!

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\$100,000 **ANSWER**

The **REAL** purpose of the church is to **make disciples** (who make disciples)

- Matthew 28:19-20
- Acts 1:8

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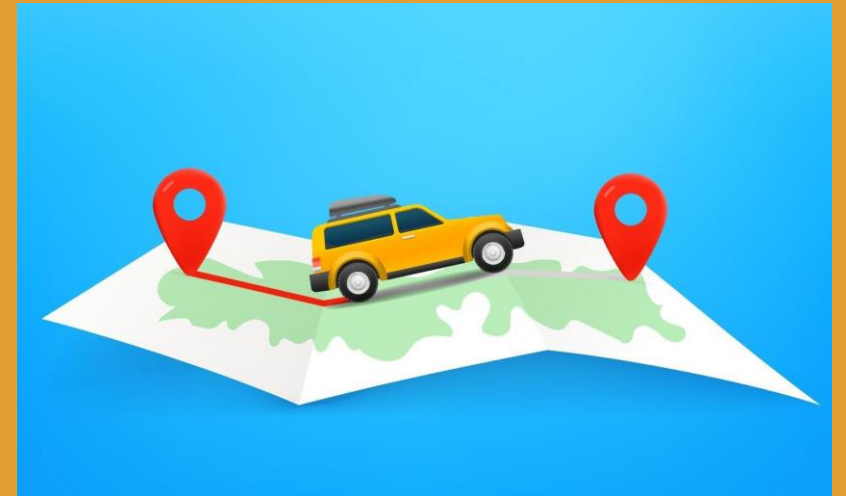
\$100,000 **DILEMMA**

How do we change the tide?



GUIDING QUESTION

We must figure out how to get from **point A** (inward focus) to **point B** (outward focus).



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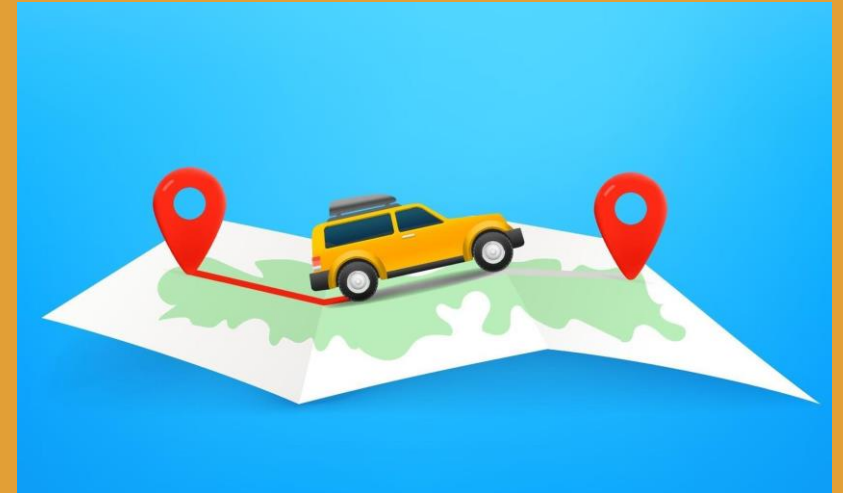
CHANGE **LIFECYCLE**

We must develop a process by which our church transitions from decline or stagnation to renewed health, vitality, and mission effectiveness (*we have a resource to help!*)



GUIDING **THOUGHT**

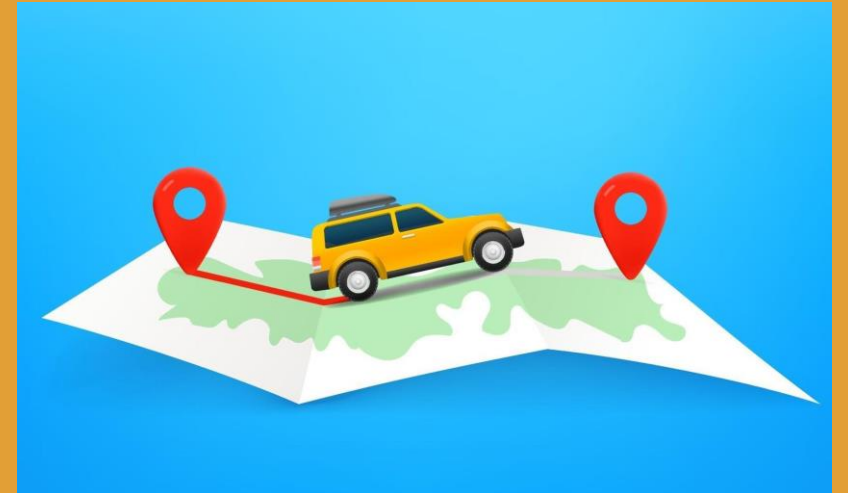
We must renew our **vision** to stay on **Mission.**





GUIDING **THOUGHT**

Vision isn't just a dream
It's a strategy.



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SCRIPTURAL INSIGHT

Habakkuk 2:2, “And the LORD answered me; write the vision; make it plain on tablets, so he may run who reads it.”

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Creating a Compelling Mission

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Creating a Compelling Mission

- Define your church's mission.

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Creating a Compelling Mission

- Define your church's mission.
- Use the Great Commission.

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Creating a Compelling Mission

- Define your church's mission.
- Use the Great Commission.
- Drip the mission constantly.

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Why “Mission” Matters

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Why “Mission” Matters

3 Reasons...

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3 Reasons: Why “Mission” Matters

- Provides direction and unity.

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3 Reasons: Why “Mission” Matters

- Provides direction and unity.
- Fuels passion and purpose.

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3 Reasons: Why “Mission” Matters

- Provides direction and unity.
- Fuels passion and purpose.
- Helps you say “yes” to the right things.

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Developmental Tips

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Developmental Tips

- **Make it short, clear, concise, and compelling.**

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Developmental Tips

- Make it **short, clear, concise, and compelling.**
- Root it in **Scripture.**

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Developmental Tips

- Make it **short, clear, concise, and compelling.**
- Root it in **Scripture.**
- Involve a **team.**

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Developmental Tips

- Make it **short, clear, concise, and compelling.**
- Root it in **Scripture.**
- Involve a **team.**
- **Prayerfully** seek God's direction.

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From Vision to Action

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From Vision to Action

Use SMART goals

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound



From Vision to Action

Examples

- Increase S.S. participation by 25% in the next year.



From Vision to Action

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- Increase S.S. participation by 25% in the next year.
- Launch a new outreach strategy by Q3.



From Vision to Action

Examples

- Increase S.S. participation by 25% in the next year.
- Launch a new outreach strategy by Q3.
- Train and deploy 5 new volunteer leaders in the next 6 months.

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Creating Alignment

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Creating Alignment

- Communicate the vision regularly in all settings (drip it).



Creating Alignment

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- Evaluate everything: “Does what we are currently doing reflect and support the mission?”



Creating Alignment

- Communicate the vision regularly in all settings (drip it).
- Evaluate everything: “Does what we are currently doing reflect and support the mission?”
- Adjust or replace ministries and programs that don’t align (kill, continue, create).

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Where Do We Start???



Where Do We Start???

- Starts with prayer

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Where Do We Start???

- Starts with prayer
- Develop a plan (systems)

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Where Do We Start???

- Starts with prayer
- Develop a plan (systems)
- Create momentum

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Creating Momentum



Creating Momentum

- Keep records.

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Creating Momentum

- Keep records.
- Honestly share progress.

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Creating Momentum

- Keep records.
- Honestly share progress.
- Celebrate wins.

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Creating Momentum

- Keep records.
- Honestly share progress.
- Celebrate wins.
- Honor participants.

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Creating Momentum

- Keep records.
- Honestly share progress.
- Celebrate wins.
- Honor participants.
- Challenge, challenge, challenge.



Creating Momentum

Oh yeah, one more thing...

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Creating Momentum

Oh yeah, one more thing...

The pastor must LEAD THE WAY!

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REFLECTION QUESTION

What would your church look like 5 years from now if your mission was being fulfilled effectively?

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REFLECTION QUESTION

- What one step will you take this month to move your church closer to that vision?
- Next month?
- Next?

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CONCLUSION

Strategic visioning isn't about predicting the future, it's about preparing for it with purpose.

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CONCLUSION

With clarity, measurable action, alignment, and a culture of celebration, your church can thrive in its mission and multiply its impact.



CONCLUSION

Prayer