

Ministry Creation Worksheet

This worksheet asks important questions to help you design and launch a ministry at your church that meets real needs and aligns with your church's mission.

1. Target Audience (Ministry Focus Group)

- Who is this ministry for? (e.g., youth, seniors, men, women, first-time visitors)
- What are their needs, challenges, or spiritual gaps?
- Are they already attending or part of your broader community?

✓ Tip: Define an “early adopter” group who is ready and willing to participate or serve.

2. Problem or Need

- What spiritual, relational, or practical need will this ministry address?
- What's missing in your church right now that this ministry would fulfill?
- Is this a recurring concern expressed by members?

3. Purpose & Value Proposition

- What is the God-given purpose of this ministry?
- How will it improve lives, build disciples, or strengthen the church?
- What promise or outcome can participants expect?

✓ Tip: This is your “why.” Make sure it aligns with your church’s overall mission.

4. Proposed Solution (Ministry Activities)

- What will this ministry do to meet the need?
- What core activities, events, services, or meetings will it offer?
- How often will it meet and who will lead?

✓ Tip: Don’t overload with features. Start small, pilot the idea, and grow.

5. Communication & Engagement Channels

- How will you promote this ministry to its audience?
- Will you use pulpit announcements, social media, text, flyers?
- How can people sign up, participate, or serve?

✓ Tip: Choose 2–3 communication methods that are effective in your church culture.

6. Leadership & Volunteer Needs

- Who will oversee this ministry?
- What roles need to be filled (leaders, assistants, admin, etc.)?
- Do you have the right people and training available?

✓ Tip: Start with a committed core team before public launch.

7. Budget & Resources

- What are the expected costs? (materials, space, food, transportation, etc.)
- What free resources already exist in your church?
- Do you need approval or fundraising?

✓ Tip: Complete a simple budget sheet and define how funds will be managed.

8. Outcomes & Key Metrics

- What will success look like in 3, 6, and 12 months?
- Will you measure attendance, decisions for Christ, volunteer growth, engagement?
- How will you know if it's working—or needs adjustments?

✓ Tip: Set 2–3 measurable goals.

9. Sustainability & Differentiation

- What makes this ministry unique in your church context?
- How will it sustain momentum after the initial launch?
- Is this a seasonal ministry or ongoing?

✓ Tip: Build something that doesn't just rely on hype but fosters long-term fruit.