

How to Craft a Mission & Vision Statement for Your Ministry

Why This Matters

A clear mission and vision brings alignment, focus, and momentum.

Without it:

- You drift into activity without purpose
- Your team pulls in different directions
- Decisions become reactive instead of intentional

With it:

- You lead with clarity
 - You attract the right people
 - You build with purpose
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Step 1: Start with Calling (Not Creativity)

Before you write anything, answer this:

“What has God specifically called our ministry to do?”

This is not about sounding impressive—it’s about being accurate.

Ask:

- Who are we called to reach?
- What problem are we called to solve?
- What burden has God placed on us?
- What fruit do we want to see in people’s lives?

 *If you skip this step, your mission will sound good but lack power.*

● Step 2: Define Your MISSION (What You Do)

Your **mission** is your *present-tense assignment*.

✓ Mission Statement Formula:

We exist to [primary action] [specific people] by [how you do it].

Examples:

- We exist to **equip leaders to build healthy ministries** through **practical resources and relational support**.
- We exist to **help people encounter Jesus** and **walk in freedom** through **authentic community and discipleship**.

✓ Checklist for a Strong Mission:

- Clear and simple
- Action-oriented
- Specific (not vague like “help people”)
- Easy to remember and repeat

👉 If your team can't say it from memory, it's too complicated.

● Step 3: Define Your VISION (What You See)

Your **vision** is your *future picture*.

It answers:

“What will the world look like if we are successful?”

✓ Vision Statement Formula:

We see a [future reality] where [impact/result is clearly described].

Examples:

- We see a **generation of leaders fully equipped and resourced**, building thriving, Spirit-led ministries in every community.
- We see a **church where every person knows God, walks in freedom, and lives on mission.**

✓ Checklist for a Strong Vision:

- Inspiring and faith-filled
- Future-focused
- Paints a picture (not just a concept)
- Big enough to require God

👉 Vision should stretch you—not just describe what’s already happening.

🟡 Step 4: Clarify Your VALUES (How You Do It)

Values define your culture.

They answer:

“How do we behave while we pursue the mission?”

Examples:

- Presence over performance
- People over programs
- Faith over fear
- Excellence with humility

✓ Keep Values:

- Memorable
 - Lived (not just written)
 - Reinforced regularly
-

Step 5: Pressure-Test It

Before finalizing, ask:

- Does this actually reflect who we are?
- Would our team agree with this?
- Does it help us make decisions?
- Is it clear to someone brand new?

👉 If it doesn't guide decisions, it's just decoration.

Step 6: Activate It (This Is Where Most Fail)

A mission and vision only matter if they are *used*.

Make It Practical:

- Share it often (not just once)
- Build it into trainings and onboarding
- Use it to filter decisions
- Align goals and ministries around it

👉 Don't just write it—*lead from it*.

Guided Worksheet

1. Calling

- Who are we called to reach?
 - What are we called to do?
 - What transformation do we want to see?
-

2. Draft Your Mission

We exist to:

→ _____
→ _____

3. Draft Your Vision

We see a future where:

→ _____
→ _____

4. Define Your Values

1. _____
 2. _____
 3. _____
 4. _____
-

Final Thought

Clarity creates momentum.

When your mission is clear, your team runs with purpose.
When your vision is clear, people give their lives to it.

If you want, I can:

- Customize this specifically for **Love & Lead**
- Turn it into a **branded PDF or workbook**
- Or help you actually *write your mission + vision* based on your heart and calling

Just tell me 👍

Customize this specifically for Love & Lead

Absolutely—this is where it gets powerful. Let's turn this into something that doesn't just *teach* mission and vision, but actually *models it* through **Love & Lead** itself.

I'll write this like a polished resource you can hand to leaders or include in your material.

Crafting Mission & Vision

A Guide by Love & Lead

The Heart Behind This

At **Love & Lead**, we exist for leaders who are building with passion—but often without support.

Many pastors and ministry leaders:

- Don't have a denominational covering
- Lack mentorship and leadership development
- Carry big vision with limited resources
- Feel isolated in the process

This guide isn't just about writing statements.

It's about helping you gain **clarity, confidence, and alignment** so you can lead what God has entrusted to you—well.

Step 1: Identify Your Calling

Before you write anything, you need to *discern*, not just *decide*.

Your mission doesn't come from creativity—it comes from calling.

Ask Yourself:

- Who has God specifically called me to reach?
- What burden do I carry that won't go away?
- What problems am I uniquely wired to solve?
- What kind of transformation do I long to see in people?

👉 At Love & Lead, we've seen that many leaders skip this—and end up copying someone else's assignment instead of owning their own.

Step 2: Define Your Mission (What You Do)

Your mission is your **assignment in action**.
It should describe what you do *right now*.

Simple Framework:

We exist to [action] [people] by [how].

Love & Lead Example:

Mission:

We exist to **equip and empower emerging leaders and ministries** by providing **connection, support, and practical resources** so they can build healthy, thriving, Spirit-led communities.

Build Yours:

We exist to:

→ _____
→ _____

Key Insight:

If your mission is unclear, your team will:

- Stay busy but not effective
- Struggle to prioritize
- Drift from what matters most

Clarity eliminates unnecessary weight.

Step 3: Define Your Vision (What You See)

Your vision is your **prophetic picture of the future**.

It answers:

“What will exist if we are faithful to this calling?”

Love & Lead Example:

Vision:

We see a **global community of healthy, equipped leaders** who are no longer isolated, but resourced, connected, and confidently building ministries that transform lives and communities.

Build Yours:

We see a future where:

- _____
 - _____
-

Key Insight:

Vision should:

- Stir faith
- Create urgency
- Be bigger than your current capacity

If you can accomplish it without God, it's too small.

Step 4: Define Your Values (How You Lead)

Values shape your culture more than your words ever will.

At Love & Lead, we emphasize values that protect both **people and purpose**.

Love & Lead Sample Values:

1. Presence Over Performance

We prioritize intimacy with God over outward success.

2. People Over Programs

We build people first—healthy leaders build healthy ministries.

3. Connection Over Isolation

We believe leaders thrive in relationship, not alone.

4. Faith Over Fear

We take bold steps rooted in trust, not limitation.

5. Excellence with Humility

We pursue excellence without losing authenticity.

Build Yours:

1. _____
 2. _____
 3. _____
 4. _____
-

Step 5: Align Your Ministry

This is where mission and vision become *real*.

Ask:

- Does our current activity reflect our mission?
- Are we building toward our vision—or just maintaining?
- What needs to stop so we can focus?

👉 Many ministries are overcommitted but under-aligned.

● Step 6: Lead From It (Not Just Write It)

This is where most leaders miss it.

Mission and vision are not meant to sit on a website—they are meant to **drive everything**.

At Love & Lead, we encourage you to:

- **Repeat it often** → Your team should know it by heart
 - **Filter decisions through it** → If it doesn't align, don't do it
 - **Build systems around it** → Structure should support calling
 - **Revisit it regularly** → Clarity grows as you grow
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👉 Guided Activation

Take 20–30 minutes and work through this:

1. Calling

Who are we called to reach?

→ _____

What are we called to do?

→ _____

What transformation do we want to see?

→ _____

2. Mission

We exist to:

→ _____

3. Vision

We see a future where:

→ _____

4. Values

1. _____
 2. _____
 3. _____
 4. _____
-

Final Encouragement

You don't need a perfect statement.

You need a *clear one*.

Because clarity:

- Builds confidence
- Attracts the right people
- Sustains you in hard seasons

And most importantly—

it helps you stay faithful to what God actually asked you to build.