



part 1 of 2—

Creating and Promoting a Vision

Gaining a Vision for Your Ministry

Proverbs 29:18 states:

“Where there is no vision, the people perish.” The NIV reads, “Where there is no revelation, the people cast off restraint.” Pretty down to earth, don’t you think? What does it mean to “cast off restraint”? When something is restrained, in this case, it means that it is under control. To cast off restraint simply means to become out of control—chaos, if you will.

The people whom you minister to need to know there is a vision to continue doing what needs to be done. In other words, if you don’t have a vision—get one!

Vision is simply defined as a detailed picture you have in your mind that descriptively answers the six “Ws” of journalism: Who, What, Where, Why, When, and How.

Does your vision answer and describe the above? Would you like it to? Would you like to

further develop the vision you already have? Here are some tips.

Your Vision Notebook

Go to an office supply store and buy the following things: a clear-view, one-inch, three-ring binder; some three-hole-



punched legal pads; some three-hole-punched divider tabs.

Label each divider tab with the six “Ws” and put these in the three-ring binder. Then on your computer or in your own handwriting, make a cover sheet that

simply says, “MY VISION.” Put that in the front clear-view part of the three-ring binder.

What

At the top of your first section, write in huge letters, *WHAT*. Then proceed to write down exactly what your vision is going to accomplish. What things do you want to see accomplished? What style of ministry do you see yourself involved in (i.e., contemporary, seeker-sensitive, evangelistic, discipleship, music, etc.)? What things do you see your ministry involved in? Go into as much detail as possible. Go ahead and dream! Have fun seeing what God is showing to you.

Who

Then comes the *WHO* section. Begin to write out who you see yourself ministering to. Be specific. What are the looks on their faces? Where do they live? Go ahead and dream some more. Then write out who you see working with you in this ministry. What will they be doing?

Where

Move on to the *WHERE* section. Ask yourself: Where is this ministry headed? What areas will you dive into on your way? Where do you want to see your workers going in their lives? Where does your family fit into this ministry? Where will you find the people you're going to minister to/with? Where is your vision headed?

Why

WHY is simply your purpose for ministry. Create a mission statement for why you think your goals and standards are important. Why are you doing what you're doing? Be specific. Lay down the reason, then keep it before you and do it.

When

WHEN do you want these different events, dreams, and goals to take place? Draw out a simple timetable. What needs to be done first? Allow God to direct your path as to when these things should be accomplished.

How

Explain *HOW* you are going to accomplish these dreams. How will you train your workers? How will you develop policies and procedures? How does your staff assist you? Write it down. Don't be scared to dream. Cast your line farther than you can comprehend, then reel it in to a reality.

Leave the legal pad in the notebook so you have extra

pages to give more detail as the vision continues. Make sure you are willing to rough draft an outline of the vision that you have just described so that you can present it and explain it to your people. Give them the vision and motivate them toward it!

Take time this year to develop your vision so you can move ahead in the plans that God is giving to you.

Resources

The Power of Vision, by George Barna

Turning Vision into Action, by George Barna

Seeing Your Vision Come to Pass (lecture cassette), by Jim Wideman

Questions for Further Study—

1. What would you like to accomplish in your ministry?

2. What steps can you take to reach that goal?



part 2 of 2—

Creating and Promoting a Vision

Catching the Vision

Your vision is a picture in your mind's eye of what you see yourself doing, who you see yourself working with, where you're going, when particular things are happening, why you are doing it, and how it's getting done. The next step is to put your vision out there so you're not the only one with this great dream that God has given you. Help others catch your vision.

When others catch your vision, their feelings about children's ministry can change forever. Do you need more workers? Then share your vision! Do you need to get your senior pastor excited about the things you are doing? Share your vision with him. Do you want your family more involved in your ministry? Share your vision with them too. Do you want to stay motivated about what you need to accomplish? If so, then continually share your vision!

The following steps may help you to more effectively share your vision.

Step 1: Don't Be Secretive

Too many people are afraid to share what God has shown

them. In Habbakuk 2:2, we learn to write the vision and make it plain. But the verse goes on to say that the purpose in putting it down in writing was not only to make it plain but so it could be shared with others. *The Living Bible* states, "Write my answer





on a billboard, large and clear, so that anyone can read it at a glance and rush to tell the others."


Step 2: Advertise. It's Okay!


Nothing is wrong with advertising. It's okay to promote your ministry in church. What is your pastor doing during the services when he makes announcements? He's advertising! Remember: Put

it on a billboard, or maybe in the bulletin. Here are some ideas:

 Set up a booth in the lobby with pictures and signup sheets.

 Have children give a special presentation during the adult services.

 Wear hats, shirts, name tags—whatever it takes to communicate your vision.

 Create brochures, flyers, handouts, signs, posters, etc.

Step 3: Give Them Something to Talk About

Get those you work with to start talking about the ministry with others, and get them to share the vision "so that anyone can read it at a glance and rush to tell the others." This could very well be the best and most effective tool. But you have to get your workers to catch that glimpse. If they are excited about it, others will hear about it.

Share your vision with your pastor so he can stay excited about it and be a word-of-mouth advertisement. He can be a

valuable element in getting your vision out there: from the pulpit, in a church newsletter, at a meeting with board members and other leaders in your church, to newcomers and visitors. Be careful not to use and

abuse your privileges with your pastor. Just make sure he knows what is going on so he can effectively share it with others who need to hear it from a reputable source.

Questions for Further Study—

1. How can you help others catch your vision?
2. List some specific ways you can promote/advertise your vision to the church.
3. Why is it important to get the senior pastor on board with your vision?