



17 Creating Vision, Mission and Goals

CHAPTER PREVIEW

- ☞ Create a Vision Statement
 - ☞ Create a Mission Statement
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*Vision is about seeing clearly what you desire to manifest.
You are all visionaries because you show up for children either physically,
emotionally or spiritually. You hold a vision that they might experience a kinder,
safer world by the conscious use of spiritual principles and practices.*

—Rev. Kathryn Kellogg, Children’s Ministry

CREATE A VISION STATEMENT

What is a vision statement?

A vision statement is the dream of the ministry, what they intend to become, the destination, what the church or youth ministry is about. An inspiring vision gives hope and meaning.

A youth ministry vision states what the program is being called to accomplish—how it will best serve the children and teens. It is God’s vision for this specific program of things we cannot do on our own.

Why create one?

The youth ministry vision statement creates alignment within the entire ministry. Thus everyone—staff, congregants and volunteers are working toward the same desired future. This statement can be used daily in decision-making as it focuses on what is wanted long-term for the program.

What does it look like?

An effective vision statement includes the significant purpose of the program as it looks toward the future. It is large enough to need God's presence and power to accomplish it. Yet, "a vision statement should be no longer than one sentence long. It should be easily understood and it should be easy to remember." (Laurie Beth Jones, *The Path: Creating Your Mission Statement for Work and for Life*)

Who creates it?

For a vision to be effective, it must be created by those who are passionate about the program, those who want more for those the program is intended to serve. In the case of youth ministry, include youth, parents, volunteers, staff and others from the congregation who hold a larger vision of what the church can offer their youth.

How is it created?

- Bring together those who want to dream big about the future of the youth ministry program. Avoid limiting this to those currently involved in the program. Your youth may give the greatest ideas that help meet the needs of today's youth.
- Begin with prayer.
- Ask key questions and look for guidance.
- Summarize the key desires into a vision statement.
- Submit statement to the board for approval.
- Affirm the vision and communicate it often.

The Process

Assemble a vision team: The team number (6-10) includes the Youth and Family Ministry Director or coordinator, a board member or minister, and volunteers from the parents, teens and congregation at large. Consider asking for a commitment to participate for one year. Initially, meetings may be monthly. Once the vision and mission are in place quarterly meetings may be sufficient. Remember that some meetings may be by email or teleconference calls. By maintaining the visioning team to do ongoing assessment, your vision continues to grow as action is taken.

Always let people know that they are important to the process. Acknowledge them, send thank-you notes, or just say thank you and re-invite them to the next meeting. When someone leaves the team, thank them and let them go, then invite someone else into the space. This creates new birth and energy.

Organize the meetings

- Begin with prayer to set the intention. Recognize that all ideas are from God. Open to Spirit's presence in the process.
- List key words that seem to relate to who the group is, why people are there, and the direction in which they wish to focus. (Sample words: oneness, harmony, connection, flow, unity, divine purpose, prayer, gratitude, love, joy)
- Explore specific questions. This may be done individually first or as a whole group. Briefly write on chart paper the comments from everyone. It may take more than one session to explore all the questions.
 - What is your greatest desire for your youth ministry program?
 - What would you like those outside the ministry to know about your program?
 - What does our program offer that can't be found elsewhere? What would we like it to offer?
 - What parts of our program are working well? What do we want to keep? What parts are ready to be released or transformed?
 - What benefits will the children, teens and families receive by participating in our program?
 - Where do you want the Youth and Family Ministry to be in five years, ten years?
- Once the questions have been adequately explored, use the Creation Statement Outline to reduce the words to the clearest useful vision statement. Fill in the key words, provided by participants, to finish the phases. Refine the statement after all have contributed. Check to see that it aligns with the church's vision statement.
- As a covenant to the commitment, ask all participants to sign the statement as their agreement.

"You must hold in consciousness a faithful belief that God is All-good, and the Good is awaiting our thoughts to shape God-substance into the resources we desire. This means that your vision must not be limited by your consciousness. It needs a sense of grandness."

—Rev. Diane Venzera, Great Lakes Children's Ministry Consultant

Before the meeting, write the "Creation Statement Outline" on a large sheet of easel paper.

Through our _____
We commit to _____
In order to create _____ .

Implement the vision

- Submit the youth ministry vision statement to the board for approval.
- Use the vision statement.
 - Post the statement. Affirm it together aloud at the beginning of each youth department meeting. It may also be helpful to reread the statement when an impasse occurs within the group process.
 - Always ask the question “Does this action, program or activity support the vision?” before embarking on a new project, program, etc. Vision directs your decision making.
 - Consider designing a flyer for your Youth and Family Ministry program. This is a great place to include your vision, mission and goals.
- Reassess the vision and mission regularly.

Once the vision and mission statements are developed set up regular (quarterly) meetings to review the ministry: are we on target, where do we see new opportunities?

SAMPLE VISION STATEMENTS

Centered in God, we co-create a world that works for all. —Unity Worldwide Ministries

We envision a spiritually energizing, living program, in a safe, loving environment that inspires children to discover and express their gifts and a sense of oneness with God, each other, our church community and our world. —Youth & Family Ministry, Unity Church of Fort Worth, TX

Our purpose is to be an empowering force for spiritual evolution, creating conscious lives and an awakened world. —Unity Church of Christianity, Houston, TX

(Youth and Family Ministry likes the church’s statement and has also adopted it as their own.)

CREATE A MISSION STATEMENT

What is a mission statement?

A mission statement answers the questions “What are we about? Why do we exist?” It is a simple statement of purpose that reflects core values and how we are going to make the vision happen. It is best as one clear and precise sentence.

How to create a mission statement with a small group

1. Ask everyone to individually pick out 10 verbs, then choose three of those verbs and write them down. Have each person say their words. If someone used the same verb, make a note of the number of times it was chosen. Write down the most commonly used verbs and have the group choose three verbs from the new list.

Accomplish	Compliment	Embrace	Heal	Mold	Reduce	Support
Acquire	Compose	Encourage	Hold	Motivate	Refine	Surrender
Adopt	Conceive	Endow	Host	Move	Reflect	Sustain
Advance	Confirm	Engage	Identify	Negotiate	Reform	Take
Affect	Connect	Engineer	Illuminate	Nurture	Regard	Tap
Affirm	Consider	Enhance	Implement	Open	Relate	Team
Alleviate	Construct	Enlighten	Improve	Organize	Relax	Touch
Amplify	Contact	Enlist	Improvise	Participate	Release	Trade
Appreciate	Continue	Enliven	Inspire	Pass	Rely	Translate
Ascend	Counsel	Entertain	Integrate	Perform	Remember	Travel
Associate	Create	Enthuse	Involve	Persuade	Renew	Understand
Believe	Decide	Evaluate	Keep	Play	Resonate	Use
Bestow	Defend	Excite	Know	Possess	Respect	Utilize
Brighten	Delight	Explore	Labor	Practice	Restore	Validate
Build	Deliver	Express	Launch	Praise	Return	Value
Call	Demonstrate	Extend	Lead	Prepare	Revise	Venture
Cause	Devise	Facilitate	Light	Present	Sacrifice	Verbalize
Choose	Direct	Finance	Live	Produce	Safeguard	Volunteer
Claim	Discover	Forgive	Love	Progress	Satisfy	Work
Collect	Discuss	Foster	Make	Promise	Save	Worship
Combine	Distribute	Franchise	Manifest	Promote	Sell	Write
Command	Draft	Further	Master	Provide	Serve	Yield
Communicate	Dream	Gather	Mature	Pursue	Share	
Compel	Drive	Generate	Measure	Realize	Speak	
Compete	Educate	Give	Mediate	Receive	Stand	
Complete	Elect	Grant	Model	Reclaim	Summon	

2. Write your core value(s). Create a consensus from the teams' core values. What do you stand for? Joy, Service, Justice, Family, Creativity, Freedom, Equality, Faith, Excellence

3. Write the people or groups that you would like to impact in a positive way. Choose the one that excites you the most. Once again take the individual answers and create a consensus for the team.

Whom or what are you here to help? Environment, education, media, health care, elderly, children, the poor, the homeless, energy, performing arts, animals, churches, spirituality, literacy, civil rights

4. Write out the mission statement. This model may assist you.

Our mission is to _____, _____,
and _____ (Fill in the three verbs)

(for or with) _____ (Fill in your core value
or values)

(for) _____. (Fill in the group/cause that
most moves or excites you)

SAMPLE MISSION STATEMENTS

We create and support vibrant, diverse spiritual leaders and communities that foster transformation and inspire people to make a positive difference in our world.

—Unity Worldwide Ministries

It is our mission to provide love and inspire spiritual transformation.

—Unity of Louisville, KY

We are dedicated to creating a nurturing, supportive, and loving environment that will empower our children to discover their spirituality and unfold their divine potential.

—Youth Education, Unity Church of the Valley, Vacaville, CA

Creating a Mission Statement With a Large Group

When creating a mission statement for a church, a much more extensive process is used to provide numerous opportunities to receive input from everyone. This can be done through surveys, focus groups, and meetings. A core team typically facilitates this process and from the input drafts a mission statement presented for acceptance.

CREATE GOALS

After determining the vision and mission statements, set goals to clarify and define how the vision and mission will be fulfilled over a specific time, such as the next three years. Goals are specific and the results can be recognized. Goals clarify the vision as they define what steps are to be taken toward the vision over a period of time. The vision team will want to revisit the vision, mission and goals with the director yearly to see how the program has progressed in fulfilling its vision and goals.

UNITY OF FORT WORTH YOUTH & FAMILY MINISTRY EDUCATION GOALS

- Provide meaningful experiences for our children to discover and express their individual gifts and explore their oneness with God, with each other, with our church community, and with our world.
- Provide the tools for our children to use in their daily lives to discover, express and explore their individual good.
 - Prayer/meditation
 - Bible study
 - An introduction to “wisdom” as passed through the ages by those sages who have been enlightened
 - Encourage discussion of Unity Principles and how they can work for our good and the good of all.
- Raise the awareness of our church community to more fully recognize and celebrate the unfolding Christ Spirit in each of our children.
 - Provide opportunities and activities that bring the youth and the general church community together.

Lord, grant that I may always desire to do more than I am able to accomplish.

—Michelangelo