

Building a 21st Century Ministry

Times have changed. The changes occurring throughout the world will significantly impact virtually every organization that depends on donor involvement to maintain long-term viability, making it imperative for ministries to adapt. This highly relevant and very practical seminar will help you understand these major changes occurring in philanthropy today and how they will impact your ministry. It will also provide tools to assess your organisation's vulnerability and give you a variety of suggestions for how to strategically respond *now* to what will inevitably impact your future.

Jerry Twombly is the founder and Executive Director of BGW Development, part of the BGW network of kingdom building services. He is the founder and former president of Development Marketing Associates (DMA), an international consulting firm with headquarters in Indianapolis, Indiana (USA). DMA works with evangelical ministries throughout the world in providing training and support programmes designed to enable ministries to more effectively achieve their mission objectives. Applying the principles of "relational development," DMA has enabled clients to raise more than \$1 billion dollars to further the cause of Christ and His Kingdom.

Introduction

1. The Perfect Storm
2. An Economic Crisis
3. A Demographic Crisis

I. Defining Reality – “You have the perfect organization to accomplish what you are currently accomplishing!”

1. Define Where You Want To Go
2. Define Where You Are
3. Define What's Missing

II. Paradigm Shifts

1. Examples in Business
2. Examples in Non-Profits and NGO's

III. SWOT Re-evaluated

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats

IV. Strategic Planning

1. Profile
2. Assess
3. Quantify
4. Prioritize
5. Plan
6. Organize
7. Implement
8. Evaluate

Conclusion