Mission in Ministry

Every organisation needs to have a clear understanding of its reason for existence. This clarity of purpose comes when an organisation understands its mission. Mission drives every aspect of what is done within an organisation; nothing should be considered part of the organisation that doesn't make critical contribution to the fulfilment of the organisation's mission.

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, IN (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.

I. Introduction

Mission represents the heart of an organisation. Should someone ask for an explanation as to what you do, simple recitation of the mission should capsulate the reason for your existence.

In "relational development" mission is "the essence of rationality." It becomes the foundation upon which enduring partnerships with others essential to our success is built.

II. The Problems With Mission Statements

Mission statements don't always communicate the essence of who we are. The predominant problem in many organisations is that they are irrelevant. In many instances they exist because they need to but when it comes to practice, mission statements are often ignored.

A. **Why They Are Created**--They are generally created to fulfil requirements that are often associated with incorporation or accreditation. After they are initially created they are laid aside and "dusted off" only when required or requested.

B. **How They Are Created**--Many times they are "borrowed" from an organisation with a similar purpose. Often we're we more concerned about form than content.

III. Creating A Mission Statement

Existing mission statements don't always accurately reflect what we do. The best place to begin creating a mission statement is at the end. This can be clarified in the thoughtful response to questions in broad areas of ministry endeavour, specifically:

A. **Focus--**The mission statement speaks to the focus of your ministry. Focus can be brought into perspective by the answers to this question:

❑ Who do we serve?

B. **Purpose**--Mission statements also speak to the purpose of our work. Purpose can be brought into perspective in response to this question:

❑ What do we want to accomplish?

C. **Objectives--**Mission should communicate the objectives to which we are committed. Our ministry objectives will be clarified as we respond to this question:

❑ If we were successful, how would our purpose be reflected in the lives of everyone we are called to serve?

IV. Evaluating Mission Statement

Once we have created a profile of what we exist to accomplish, it will be important to lie that alongside our current statement. We will need to respond to these questions:

A. Does our current mission statement accurately reflect what we do?

B. Where is it deficient?

C. What changes need to be made?

V. The Purpose and Role of Mission

The mission statement fulfils many roles in an organisation. Among them:

A. **Mission Planning**--Each aspect of the mission statement needs to be planned. Excellence in ministry costs little; it is a matter of focus (intentionality).

B. **Strategic Planning**--Each of the five "critical areas" of ministry planning need to be assessed and developed in terms of how effective they are in enabling us to fulfil mission objectives.

C. Opportunity Evaluation--As new opportunities are presented, they need to be evaluated in terms of whether or not they contribute to mission.

Conclusion