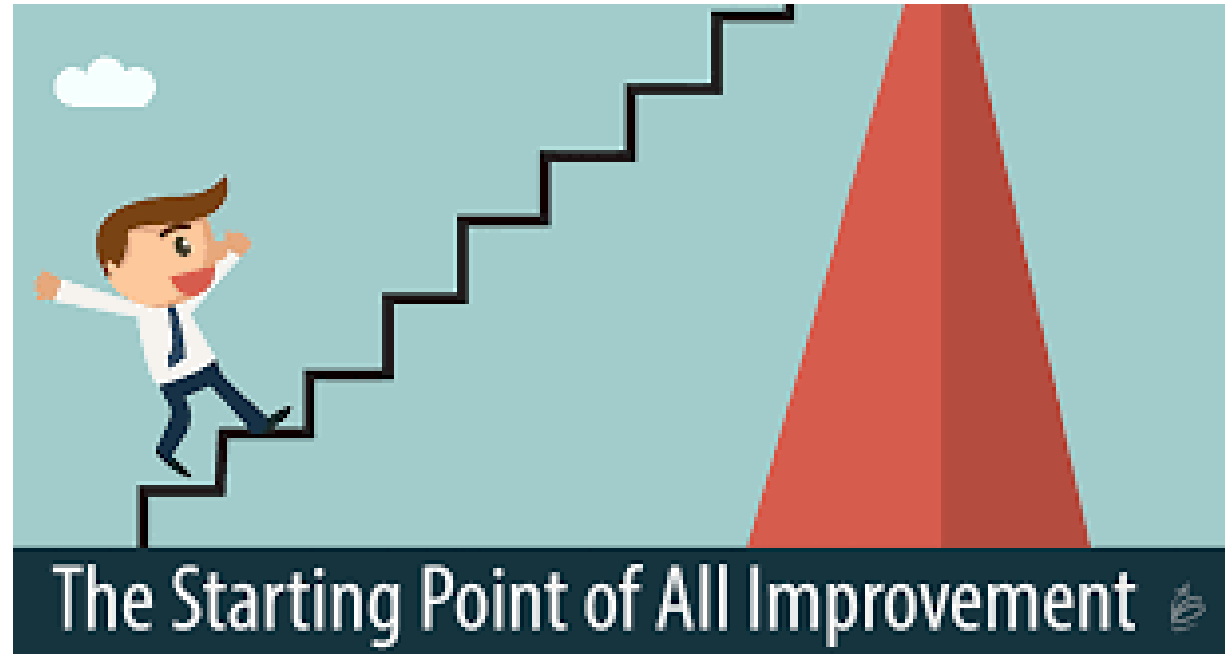


Things You Can Do NOW

# Create Baselines

Baselines—We all start somewhere. In order to grow your ministry strategically, you need to have a clear picture of where you are. There are 8 broad areas to consider:

- Fundraising
- Recruitment
- Retention
- Public Relations
- Database Management
- Strategic Planning
- Organization
- Outcomes



# The Initial “Big 3”

- ❑ *Fundraising*— You will need money to achieve your needs
- ❑ *Recruitment*— You will need to recruit people to help you
- ❑ *Database*— You will need a database to manage data

# Impact: The 15% Challenge

- ❑ Increase each of the “Big Three” by 15% annually
- ❑ Do this consistently in all three areas for four years
- ❑ In four years, you will have twice as many resources than you have now!