

Guidelines for writing a

Strategic Summary

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General Information

1. Use a branded document.
2. Fonts: use a highly readable, standard font, typically at 11 pt.
3. The Strategic Summary should be one page printed front and back, single-spaced.
4. Use black and white if you can. Color is expensive to reproduce. By preparing the Strategic Summary in black and white you let people have the opportunity to pass on copies inexpensively. Also, you can hand them out like candy!
5. When emailing or electronically distributing your Strategic Summary put it in Adobe pdf file format and **only send the pdf document**. This ensures that what you wrote will be preserved just as you wrote it.

Reasons for writing the Strategic Summary

This will be a major fund-raising and vision-casting tool. You will use the Strategic Summary as you ask for partner churches and team members. The Strategic Summary can be used as a stand-alone paper as well as providing a strong overview of your plant project. The Strategic Summary also provides a foundation for your coach as you and he develop your coaching relationship.

Contents of the Strategic Summary

Your Strategic Summary should include the following items:

- State the plant name and provide your contact information in the title area
 - Your email
 - Your phone number
 - A picture of your family always raises interest
- Overview
 - Provide a basic description to stick in the reader's mind.
- Your Mission statement
- The Place
 - Describe your city and target area. Get as specific as you can. For instance, you could say "this new church will begin meeting at Mill Plain Elementary School in Vancouver, WA."
 - Describe your target people. Who are they and what are they like? What you describe and say you will do in the rest of the paper should make sense based on the people you will reach.
- The Need
 - What are the compelling reasons this area and these people need this new church?
 - Include demanding demographics that cry out for a new church
- Our Vision
 - This is your 5-year vision of results.
 - Give expected end results and time frames.
- Core values
 - Bullet point your core value statements.
- Our Plan
 - Describe what you will do to bring this new church into existence. What are the major growth engine activities you will use to accomplish planting this church? You want to impress the idea that planting this church is doable.
 - Provide a sense of what will characterize the new church: community outreach strategies, missional community activities, atmosphere of worship, etc.
- Our People

- Introduce yourself and your family.
- Introduce any team members already committed.
- Give complete contact information (address, phone and email) for every critical family.
- Finances
 - State your desire for partner and how partners might be engaged with you.
 - Give a specific and justifiable figure for your salary needs.
 - By when do you need funding?
 - How long do you expect to require outside funding?
 - If you already have your partner church, give clear contact information for that church.
- Clear giving directions
 - Address to send checks to
 - How to identify checks for you
 - Other giving options (Kairos website Donate, Mobile Cause, etc.)
 - Provide them some suggested amounts