

*** Draft ***

New Bethlehem Baptist Church's Five Year Strategic Plan

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Mission Statement

(i.e., the primary purpose for being in existence)

The mission of New Bethlehem Baptist Church is to evangelize the lost and edify the saints God's way (see Mt. 28:19-20). Embracing the Community, Evangelizing the Lost, Encouraging the Saved, Elevating the Savior, and Expecting Christ.

Values Statement

(i.e., key principles to live by)

The following are six key values of New Bethlehem Baptist Church:

1. **Evangelism.** By this, we mean helping people (i.e., children to seniors) to get saved, by accepting Jesus as their savior by faith (see Mt. 28:19-20; Jn. 3:16).
2. **Edification.** By this, we mean helping saved people (i.e., children to seniors) grow in the Lord to be studying, serving, and giving followers of Jesus Christ (see Mt. 28:19-20; Lk. 9:23; II Tim. 2:15; Eph. 2:10; Mal. 3:8-10). Furthermore, edification includes saved people experiencing a certain amount of self-sufficiency (i.e., ability to provide for one's food, clothing, shelter, etc.).
3. **Love.** By this, we mean demonstrating long suffering kindness towards one another and others. Even though love is an outcome or fruit of edification, it is important enough to be free standing (see Jn. 13:34-35; I Cor. 13; Mt. 5:13-16).
4. **Worship.** By this, we mean the deliberate act of expressing our allegiance to obeying and trusting God as well as our thankfulness towards Him. We believe that our worship should glorify God, edify believers, and evangelize the lost (see Ps. 95:6-7c; Col. 3:16-17; I Cor. 14:23-26). We believe that all a believer does should be done as unto the Lord (see Col. 3:23-24) and is therefore a form of worship. Consequently, all that we do should be done with a prayerfulness or strong desire to do God's will with a godly spirit (see I Thes. 5:17).
5. **Community Involvement.** By this, we mean that we are to be involved in improving the quality of life in the neighborhood of Wadmalaw Island and vicinity. We believe that love starts at home (i.e., Wadmalaw Island and vicinity) and spreads abroad (i.e., outside South Carolina as well as foreign missions; see Jer. 29:7; Mt. 5:13-16).

6. **Excellence.** By this, we mean that we believe that God wants all things related to His church to be done greatly, not just "good enough." We don't want to be so structured that we quench the Holy Spirit (see I Thes. 5:19; Eph. 4:30). Nor do we want to be guilty of being too lazy or apathetic to demonstrate the excellence in church that we often see in business (see Phil. 3:12-14; Rev. 3:15-16). A foundational part of excellence is the following of godly pastoral leadership (see Heb. 13:17).

Vision Statement for 2022

(i.e., goals and plans)

New Bethlehem Baptist Church envisions the following mission oriented goals being accomplished by December 31, 2022 because of God's showing favor on our working the following plans:

Evangelism Goals and Plans

1. 125 candidates for membership (i.e., 50 people will come to join the church each year). Our evangelistic efforts (e.g., Each Invite Three; Bring One, Follow-up Evangelism, and Community Evangelism), great worship (i.e., relevant preaching, good singing, and loving atmosphere), and relevant ministries (i.e., outreach, people groups within the church, and application oriented teaching) will be major methods of reaching this goal.
2. 450 average attendance in 11:00 a.m. worship. The same efforts used to secure the candidates will be used, and great energy will be used to retain our members by way of the Membership Orientation Ministry and a church wide follow-up system (i.e., every member being followed up on).
3. Those in worship being highly concerned with inviting and bringing their loved ones to church and Christ. Preaching, teaching, the sharing of testimonies, and acknowledging those involved in and being positively impacted by personal evangelism (i.e., Each Reach One) will be used to reach this goal.
4. Having regular great worship. Preaching and teaching about the Christian's duty to be involved in enthusiastic worship, urging the Pastor and choirs to keep up the good work, working to keep the worship flowing, and minimizing announcements without compromising keeping people informed will be major methods of reaching this goal.
5. Further develop our evangelism ministry to young people (i.e., 30 years old and below). We aim to set and accomplish challenging but doable evangelistic, attendance, and attitude goals in this area. Preaching, teaching, training, and contemporary programs will be used to accomplish this goal, in addition to launching a special commission or the like to ensure that this goal is given its proper attention. It is hoped that the average attendance of the 30-year-old and below will be at least 40% of the average attendance in Sunday worship services.

6. Ten Wadmalaw Island and vicinity partnerships, two (2) home mission projects outside of South Carolina, and one (1) foreign mission projects. Preaching and teaching about the importance of community involvement, enhancing the leadership of the Community Involvement Ministry, and urging each ministry group to do some type of community project (i.e., outreach or service) each year will be used to reach this goal. The Wadmalaw Island and vicinity partnerships may include the Charleston County Council, School, the Shopping Center, and the like. The home mission projects outside of South Carolina will include at least two Black colleges. The two foreign mission projects will include Africa (e.g., Zambia, Darfur, Congo, Ghana, Sierra Leona, etc.), Haiti, and India.

Edification Goals and Plans

1. 125 disciples (i.e., those who study, serve, and give). Preaching and teaching about the importance of discipleship, the Discipleship Development Ministry, acknowledging disciples, and restricting leadership positions to disciples will be used to reach this goal.

2. 300 average adult Sunday school attendance, 175 average Thursday Bible Study attendances, and 100 average attendance in Prayer Meeting. Preaching and teaching about the importance of being in a church sponsored Bible study and prayer meeting, recruiting, and following up on absentees will be used to reach this goal.

3. Those in worship being highly concerned with their discipleship and helping others do the same. Preaching and teaching about the importance of discipleship, the Discipleship Development Ministry, acknowledging disciples, and restricting leadership positions to disciples will be used to reach this goal.

4. Further develop our edification ministry to young people (i.e., 30 and below). We aim to set and accomplish challenging but doable edification, attendance, and attitude goals in this area. Preaching, teaching, training, and programming will be used to accomplish this goal, in addition to launching a special commission or the like to ensure that this goal is given proper attention. We expect to have at least an average attendance of 100 children and youth in Sunday School.

5. There will be a noticeable loving spirit in the church. Preaching and teaching about the importance of loving one another and others, greeting periods, fellowship activities, and comforting one another in times of need will be used to reach this goal.

6. Preaching and teaching about the importance of being a trained disciple leader, restricting leadership positions to those who comply, recruiting and following up on prospects, and acknowledging the great work and testimonies of those who comply will be used to reach this goal.

7. Among the ministry groups that are a priority in developing are a family ministry that features nurture for both marriages and parenting and enhancing our Economic Empowerment Ministry in such a way that it more assertively helps people become more self-sufficient.

Other Goals and Plans

1. **Enhance the building** (e.g. carpet, and sanctuary, audio Visual, equipment and maintenance). Preaching and teaching about the importance of saved people paying their tithes and giving their offerings, being accountable with the church's funds, promoting the 2018 -2019 Campaign (i.e., people giving to finance the enhancing the building, and being intentional about enhancing the building with budgeted funds will be used to reach this goal.

2. **Be debt free.** In addition to doing what is mentioned for enhancing the building, intentionality will be given to eliminating debt with budgeted funds and sacrificial giving to reach this goal.

3. **Those in worship** being highly concerned with following godly pastoral leadership in having things done with excellence. Preaching, teaching, and training will be major methods used in reaching this goal, in addition to showing the people of God how doing things God's way works for the good of God's people (e.g., status reports along with transparent, accountable, and focused leadership).

5. **Monitor compliance** with the strategic plan and develop a 2022 plan before December 31, 2020. Advisory Committee Members will be assigned various parts of the strategic plan to monitor and report on. Reports will be shared with the Pastor and church family.

SWOTS Analysis

(i.e., Strengths, Weaknesses, Opportunities, Threats, and Suggestions as well as assumptions)

Strengths

1. **Worship.** Our worship services are noted for great preaching and singing along with normally a moderate level of energy, even though sometimes we just have a "Holy Ghost fit." The skill level and commitment of the Pastor, Associate Ministers and choir are very instrumental in this being a strength. To keep this a strength, deliberate effort is to be given to monitoring the attention given to regular great worship, especially relevant Bible based preaching, singing, congregational participation, and a loving spirit.

2. **Teaching.** Our teaching has grown to a ranking strength primarily because of Pastoral involvement, significant teacher training, and preaching about the importance of congregational study. To keep this as strength, deliberate effort will be given to teacher training, teaching supervision, and developing more relevant curriculum and teaching venues based on interest.

3. **Loving atmosphere.** The Pastor has implemented a greeting period, using humor, exemplifying the demonstration of affection, and preaching and teaching about the importance of demonstrating love towards one another and visitors. In order to keep this as a strength, deliberate effort will be given to maintaining the greeting period, preaching and teaching about love, promoting the importance of showing affection, comforting one another in times of crisis, and having fellowship projects throughout the year.

4. **Various ministries.** We have -- ministry groups at the time of this. The ministries range from efforts designed for the young to those things that really cater to the seniors. In order to keep this as strength, deliberate effort will be given to leadership and ministry development and making sure ministries are meeting with a mind to improve. Ministering to young families, scholarship programs, and outreach can be expected areas of ministry development.

5. **Pastoral leadership.** The Pastor is lifting a vision, managing the affairs of the church, and including the church family in the process at a level that is new, refreshing, and challenging. We believe that he will lead us into being a greater church for God. In order to keep this as a strength, deliberate effort will be given to finding and developing helpers who have the spirit that God has given the Pastor (see Num. 11:14-17), so the Pastor will not get burned out. Deliberate effort will also be given to keeping people with the wrong spirit from causing unnecessary grief for our Pastor (see Heb. 13:17; Jos. 1:16-18).

Weaknesses

1. **Lack of mature disciples.** This manifest itself in a lack of involvement, lack of unity, and the existence of cliques. Having some people stuck in the past, while some are trying to move forward, is a form of disunity. The developing of disciples who study, serve (outreach), and give, as parts of the one body of Christ, as discussed above (i.e., discipleship goal), will lessen this weakness.

2. **Lack of trained disciple leaders.** There is too much resistance by existing office holders to being trained and too much fear or apathy by non-leaders to becoming trained disciple leaders. The emphasis on discipleship development with an aim to develop leaders will lessen this weakness.

3. **Lack of under 30-year-old.** The developing of ministry managers, teachers, and follow-up workers to minister to this age group will be used to lessen this weakness. Teaching age appropriate curriculum and providing age appropriate ministry opportunities with intentional follow-up is in view.

Opportunities

1. **We are well known on the Island and have an easy to find location.** Radio and word-of-mouth will be used to take advantage of this opportunity for the sake of our goals and plans.

2. **Many souls need to be saved and need services.** Our evangelistic efforts, having each ministry group perform some type of community project (i.e., outreach or service) each year, and our being deliberate in ministering to the community will be used to take advantage of this opportunity for the sake of our goals and plans.

3. **We can influence political systems and distributions of goods for Wadmalaw Island.** The Pastor intends to be more involved in the political issues and building relationships with the politicians, as the church matures in carrying out its strategic plan.

4. **Community groups need the space that we have.** We will work on ways to make our space available to worthy groups and causes that allow for a win-win situation for them and the church. Liability, damage recovery, rent, and other issues will need to be addressed.

Threats

1. **Recession.** The Pastor believes the worst of the recession is behind us at the time of this writing. Our Economic Empowerment Ministry will be established to locate and present information on financial options to modify the existing church shortcomings.

2. **Wadmalaw Island's reputation for crime and poverty.** The Pastor believes this is a threat that will nurture a certain amount of "middle class flight." Some of the loved ones of our middle-class members may not want to join the church. Some of our members may stop attending, when they become middle class. However, preaching about God's concern with the poor and less fortunate, while building people into compassionate working class and middle class Christians, will help to lessen this threat.

3. **Some are over exposed to unsatisfying religion and negativity attached to the church.** That is, some people have been to so many churches that put a greater emphasis on traditionalism, emotionalism, and rules than on helping people to get saved and strong in the Lord that they may not want to try another church. Some people have heard so much negativity about the preachers and members that they may not want to take another chance. However, our doing a great job of pursuing our mission will help to lessen this threat.

Assumptions

1. **Pastor Williams will still be here.** Obviously, God has the last word on this matter. It is important to the Pastor to see the church grow, before we entertain any type of maintenance mode.

2. **Great emphasis will be given to pursuing the strategic plan.** Advisory Board members will be tasked with monitoring various parts of this strategic plan, and reports will be made to the church family about our compliance and need for adjustments.

3. **The population will remain about the same.** If there is an exodus of people from the Charleston, South Carolina area, it may be difficult to continue being a growing church.

However, doing the best we can with what we have right now will be our method of addressing this assumption.

4. **The economy will not get much worst.** If the economy goes from recession to depression, it will be difficult to carry out our financial goals. However, doing the best we can with what we have right now will be our method of addressing this assumption.

Conclusion and Call for Commitment

These are nice and perhaps exciting thoughts. However, for us to accomplish the things outlined in this strategic plan, everyone is going to have to be committed to carrying out his or her part. The following commitments are needed:

- The Pastor is called upon to stay focused on feeding and leading the church in godly evangelism and edification that positively impacts Wadmalaw Island, vicinity, and much more.
- Every leader is called upon to be a trained disciple helper of the Pastor.
- Every member is called upon to commit to being a disciple in the body of Christ.
 1. Will you do your part?
 2. Will you help us encourage others to do their part?
 3. Will you help us keep the devil from getting us distracted?
- Passages like Luke 19:12-27 teaches that God will bless us at our level of faithfulness.