



Starting a New Ministry in Your Church

- Align the new ministry with the mission/overall strategy of your church
 - You want your health ministry to be part of your church mission and or church strategy/plan.
- Recruit a leader who can develop a team
 - As Rick Warren says, “never start a ministry without a minister”.
 - You need more than passion you need a person or persons who can lead this ministry and who can build a team.
 - While *The E-Myth* by Michael E. Gerber is a business book, the principles are transferable to the church. Here are two:

“A STARTER is not usually a SUSTAINER. The Apostle Paul started a lot of churches, but he moved on leaving qualified pastors to do the work of the ministry. A lot of ministries are started by passionate people, but don’t thrive because running a ministry is different than starting a ministry. You need both skills.

WOW people need HOW people. WOW people are the visionary leaders. It’s the guy with the great idea and the passion to make something happen. It’s the woman willing to take a risk because she believes something needs to change. WOW people are idealistic, inspirational and excited about the possibility. But WOW people rarely get things done on their own. They need HOW people. HOW people may not come up with the idea, but they know how to execute. They are implementers and executioners. They know how to take a big dream and break it down into steps. They love progress and process.”

- Build a Ministry Action Plan: Examples to use are available in your packet.
- Create a Communication Plan: There are two critical parts to a good communication plan:
 - **“Internal communication is for your church.** You want to use all the resources at your disposal to make sure your church knows about the ministry. Tell people WHY you’re starting it. Create graphics, videos and emails to tell the story. Craft interesting announcements and emails to let people know why it matters and how to get involved. Make sure your volunteers know why they are serving and exactly what they are doing.
 - **External communication is for the community** (or the people the ministry is aimed at helping). This is where you can utilize email

marketing, direct mail, graphics, press releases and other forms of advertising. Again, it's nearly impossible to overdo this. Don't try to change the subject too soon. You've decided to launch an important ministry so it's worth talking about."

- Evaluate and Improve
 - "You also have the opportunity to evaluate, improve and make necessary changes. Don't wait until something breaks to evaluate. Go ahead and schedule your first evaluation meeting for 30 days after you launch. Be proactive about getting people together to celebrate, write down lessons you've learned and talk about changes that can help your new ministry go to the next level."

Adapted from Church Fuel: A Step-By-Step Plan to Starting a New Ministry In Your Church. <https://churchfuel.com/a-step-by-step-plan-to-starting-a-new-ministry-in-your-church/>