

Strategic Plan for your church project

Here are some suggestions to help with developing the headings:

1. **Vision statement** (about the wider church mission) – a short statement that is inspirational as well as aspirational. It may use words like ‘transforming’ or ‘improving’. Try and let it cover the who, why, where and what of the church.
2. **Mission statement** – describes what you want to achieve in a little more detail. Maybe highlighting certain target groups of people who the church is trying to serve.
3. Include a **diagram of the reporting structure** and governance structure for the project. How will decisions be made and who makes them. You may include terms of reference for your Building committee/group.
4. **Strategy** – Explain the church’s strategy and how the building development fits in with that. This might use specific SMART (Specific, Measurable, Achievable, Realistic and Timed) objectives. It can be helpful to summarise this in table form, with the following against each item:
 - **Key result area** – eg ‘Develop a costed plan for the build’
 - **Who is responsible for this action** – e.g. ‘Church Treasurer’
 - **By when** – (Date)



5. Develop a **detailed financial spreadsheet** to project future income and expenditure, cashflow and balances over at least 3-5 years. Include at least 12 months after the building development has fully opened so it shows how sustainable the project is. (You will want to know that and so will potential funders/donors).



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Church Build Project

Template for 5 year period - 3 years before build, one year build and one year after opening

Alter this template to suit your own circumstances, adding lines and changing line names

Summary Project CAPITAL & OPERATIONAL Budget

INCOME:								
Row	Code	Description	Year - 3	Year - 2	Year - 1	Build year	Year 1	Total:
		Capital Appeal						£0.00
		Monthly donors						£0.00
		Gift Aid reclaim						£0.00
		Internal Events						£0.00
		External Trusts						£0.00
		External Corporates						£0.00
		Gifts in Kind						£0.00
		Bank interest						£0.00
		Investment interest						£0.00
		Ad Hoc events						£0.00
		Loans						£0.00
		Rental Income						£0.00
		Sales Income						£0.00
		Event Income						£0.00
								£0.00
EXPENDITURE:								
Row	Code	Description	Year - 3	Year - 2	Year - 1	Build year	Year 1	Total:
		Fundraising: Materials						£0.00
		Fundraising: Advisor						£0.00
		Fundraising: Travel						£0.00
		Fundraising: Website						£0.00
		Fundraising: Video						£0.00
		Fundraising: Events						£0.00
		Ad hoc events						£0.00
		Land purchase						£0.00
		Employer Agent						£0.00
		Professional Fees						£0.00
		Legal Fees						£0.00
		Building costs						£0.00
		Land Costs						£0.00
		Fundraising Trust Applications						£0.00
		Corporates						£0.00
		BU Loan Repayment						£0.00
		Internal Furnishing						£0.00
		Catering						£0.00
		Staff Costs						£0.00
		Maintenance						£0.00
		Utility Bills						£0.00
		Insurance						£0.00
								£0.00

- Marketing plan:** Describe how will you price, promote, develop the 'product' and place it in the 'market'.
- Have a mechanism in place for **constant review** of this document. It needs to be a living tool that can change during the process.