

The Good News Mission
TGNM

Vision Plan Blueprint
2022 - 2070

No part of this vision may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without written permission from the author, except for the use of brief quotations in any book review.

The Good News Mission as an Organization

The Good News Mission is a dynamic, multicultural community, missionary sending Church. **The church is built on Mathew 28:19-20** - Therefore go and make disciples of all nations, baptizing them

in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.”

The planting of The Good News Mission as an organization.

The Good News Mission was planted by Pastor Moses Mwicigi and his wife Jackline Mwicigi in January 2017. For that one year, it operated as a home cell until 2018 when it opened its doors to 6 members. Ever since, the church has been in a steady growth.

The Good News Mission in relation to God’s purpose

The Good News is the church of Jesus Christ designed to be a vessel for God to reach the lost people, share the good news of Jesus and Lead many to Christ. As a soul winning centered church, our duty is to preach the Good News of our Lord Jesus Christ that brings salvation to every soul that hears and believes across the world. We are determined to bring souls to Christ, teach and training them in the area of their gifting, and later commission them to win more souls for Jesus.

Mission

Our mission is to lead people to become fully devoted followers of Christ. That's how we're able to make a difference, and it's the driving force behind everything we do.

- To gather to worship and become empowered to serve.
- To build partnerships that use digital media and churches to reach out with Good News
- To be an oasis of faith at a busy crossroad.
- To help our community experience Jesus in a real and relevant way.
- To build an overcoming church out of broken lives through the power of Jesus.
- To exalt the Lord, equip the believer, evangelize the world, and expand the Kingdom.
- To present authentic Christianity to our families, community, country and world.

Vision

- By 2030, TGNM will be a 50,000 seater cathedral with satellite campuses across the world. The Cathedral centre will be a hub for mission work all over the world,
- God is directing us to establish a mission work conscious ministry that is aimed at winning souls for Jesus.
- To transform lives by bringing people to Christ through the word of God.

- To be an interdenominational, cell-based, multi-congregational church of believers in our community who practice authentic Christian community.
- To be a place where people searching to know God are welcomed and taught Biblical principles and relevant Christian community.
- To develop a loving and caring Christian community effecting a global impact for Christ through its local, regional, and international outreach.
- To be the premier seeker-driven, community church in the state.
- To become a premier multi-cultural, soul-winning, disciple-making church in the area, renowned worldwide for our commitment to missions and our passion for excellence, service, and team work.

Purpose

TGNM Church exists so that people far from God will be raised to life in Christ and to make a lasting difference in people's lives, in our communities and in the world.

Organization-wide strategy—How will you get to your vision? What is the route you will take?

Develop the following departments and then link them together.

1. The Pastoral Department -

2. Digital and Media department –

To Turn digital media platforms from a social platforms to a missions ground.

3. Music Department - To Become a department where worship and songs will be tools of worship and impact lives for Christ globally.

i. Ablaze Worship Ministry

ii. Ablaze school of Asaphs -

Train worshipers through seminars and workshops

4. Innovation and communication Department - Maximize communication channels for sharing the good news. Come up with new ways of sharing Jesus!

5. Missionary and Evangelism Department -

i. Oversee evangelism activities

ii. Coordinate evangelism activities

iii. Coordinate mission works for both incoming and outgoing missionaries

iv. Coordinate projects that will have an impact in communities with resultant effect of showing and demonstrating Christ's love that leads to salvation

a. The Good News Missions Schools

- b. The Good News Mission Hospitals
- c. The Good News Mission Agricultural Research Centres
- d.

Our Core Values

Values help to clarify what you stand for and believe in.

The Church is committed to nurturing the following core values:

- **Family:** We are committed to building strong and effective families that serve the purposes that God ordained for them. We believe that the family constitutes a union between a man and a woman who are united in marriage, and their offspring.
- **Ministry:** We are committed to living, preaching and teaching the word of God. Our love for God and His calling shall be our driving force. The power and influence of the Holy Spirit is the key agent of transformation. We value, appreciate and recognize the diversity of gifts in the body of Christ.
- **The Sanctity of Life:** We uphold and respect the sanctity of life from conception to death.
- **Partnership:** We are committed to partnering with like-minded ministries, churches, Para-church organizations and other agencies that subscribe to our philosophy of ministry.
- **Excellence**—We believe excellence honours God and inspires greatness.
- **Community:** We exist and work in a community. We believe that it is our responsibility to impact them in a holistic manner. We stand in solidarity with those who are vulnerable within our society.
- **Integrity:** We are committed to personal integrity and holiness. We are committed to teaching and practicing sound biblical doctrine
- **Accountability:** We are committed to a culture of transparency and accountability with our members and the general public
- **Leadership:** We are committed to godly transformational leadership in Church and society that equips believers to participate in the Great Commission. People are our greatest asset both within and without the church.
- **Equipping**—We believe in equipping the saints for ministry and life by helping them to operate in their spiritual gifts.
- **Prayer**—We believe in the power of prayer, and that makes a critical difference in all we attempt to achieve. We are to be a house of prayer for all nations.
- **Authenticity**—Through authentic living, biblical authority, worship, prayer, and spirit.

Unique Advantage

To identify your unique advantages ask the following questions:

- What does your church do best?
- What can your organization potentially do better than any other organization?
- What unique skills, resources, gifts and capabilities has God placed in your church?

They are:

- We have a strong and visionary pastoral team led by Pastor Moses Mwicigi
- We are young-minded, progressive and culturally relevant messengers of the Gospel of Christ.
- We have a vibrant music department – Ablaze worship team
- We have a prime location at the Junction off Kangundo Road and Komarock Road.
- We have Bible-based preaching with biblically intelligent sermons and correspondence
- We are a church of small home groups as a unit of fellowship
- We have an extensive care ministry via Tabitha Fellowship
- We have a strong youth ministry.
- **We have a committed visionary worship team.**
- We have above average Knowledge in digital and technology space
- We have media equipment that are being used to stream our content online

Strategic Objectives/Priorities

- To impact strategically more lives each year.
- To manage our church on a fiscally sound operating basis.
- Expand programs/services to existing congregation.
- To serve more people in the community through new programs and services.
- To improve internal process continually to realize efficiencies.
- To improve internal communications.

- To develop the leadership abilities and potential of our staff.
- Create a culture
 - Media Culture
 - Zoom Sessions
 - YouTube
 - Social Media (Facebook, Instagram, LinkedIn)
 - In - House Culture
 - Book reviews
 -

Target Groups

Establish TAS (Teens and Adventurers and the Sunday school) that will handle kids from age 3-16.

Kids 3-7 & Kids Aged 8-11:

In this age group, we intend to nurture these kids in a godly way with an intention of transiting 100 percent of them to the next group phase.

We will:

January 2022

Achievements

1. Have three Sunday School Teachers
2. Have 40 Chairs
3. Have Secured a Hall for the Sunday School
4. Purchased 3 Teacher's guide books

Objective set for January 2022

2. Establish departments that will handle train and equip the kids according to age.
3. Have trained Sunday school teachers for the kids – Work in Progress
4. Have a syllabus for the kids as they grow through the years
5. Maintain a special Sunday School church for the kids
6. Allocate a budget for the kids department to help access resources like Picture books, Bible pictures, other kids literatures, Video streaming devices to watch necessary content to further their understanding
7. Equip the Sunday school church with necessary equipment

Objective set for Jan – March (1-3 months) 2022

1. Grow the population of the Sunday School from **10** to **50** Children.
2. Separate the children with Age groups (Years)
- 3.

Objective set for March – June (3-6 months) 2022

1. Provide a mounted 40" Screen, Tables and workbooks
- 2.

Teen 12-16

Achievements

1. Have Teens (5)

Objectives for 2022

January – March

1. Have guidance and counselling department for the teens and for the youth.

Youth aged 17-25

Achievements and Current Facts (Dec 2021)

1. We have 10 youth in the Church
2. We have provided Bibles to all the youth.
- 3.

Objectives for January – March (1-3) 2022

In this group, we shall:

1. Have special programs for the youth to facilitate their growth
 - i. Have study Guides
 - ii. Hold seminars and meet ups
 - iii. Have creative meetings
2. Encourage those who are able to join Music department to do so
3. Have guidance and counselling department for the teens and for the youth.

Young adults 26-35

1. We will have programs which will help them prepare for marriage life
2. We will also have programs that will help them excel in their professional life.
3. Engage them to take leadership position of different departments.

Young Couples -10 years and below in Marriage

People above 35

Professionals

The following is an explanation of the criteria for SMART goals:

- **Specific**–Goals must answer the questions: How much? What kind of performance is to be accomplished?
- **Measurable**–Goals must be stated in measurable or quantifiable terms: Can we measure this goal? How will we know if we achieved this goal?
- **Aggressive yet Achievable**–Is the goal aggressive yet achievable? Goals must provide a stretch that inspires people to aim higher. Set goals you know you can realistically achieve.
- **Relevant/Realistic**–Is the goal relevant to achieving the objective? Goals must maintain consistency and focus.
- **Time Specific**–Is the goal time specific? Goals must answer the question, “by when is it to be accomplished?”

Write goals by asking these questions:

- What are the 1- to 3-year goals we are trying to achieve to support our strategic objective?
- What are your specific, measurable, and realistic targets of accomplishment?
- **SWOT**–To assess the particular strengths, weaknesses, opportunities and threats that are strategically important to your church. (SWOT is a filtering tool to assess where you are now.)

The Strengths

6. Part of The TGNM Vision Plan Blueprint for year 2022 – 2070 that we are developing is ready for adoption.
7. We have developed web based systems which includes:
 1. Website for the church – <https://thegoodnewsmission.org>
 2. We have a fund collection and communication system – <https://funding.thegoodnewsmission.org>
 3. We have social media accounts and a number of following through them.
 4. We have a church app – myChurch App
8. We have a church space which can carry about 150 people per session.
9. We have church equipment – like Public Address system, Music instrument and a 4KV generator
10. We have a growing media equipment list currently having:
 - i. Professional Camera – Nikon D7100
 - ii. Video Card
 - iii. Laptop

11. We have a dedicated team that is committed to the vision of the church.

Weakness

1. We have a young membership which may be unpredictable in terms of long term plans
2. The church space is not enough for near future needs and also the rent is high and costly in the long term and
3. We have a deficit of media equipment for broadcast. We also lack professional operators of the equipment. We need to buy:
 - a. 5 professional 4k streaming cameras
 - b. We want to buy 2 high end desktop computers for recording and streaming content
 - c. We want to buy professional AteMi mini pro Video mixer
4. We do not have enough instrumentalists for the available instruments.
5. We do not have seasoned church members in the church.

Action Items - "To-Do List"

Action items are plans that set specific actions that lead to implementing your goals. Action items are basically a "To-Do List" for each goal. It involves listing out the concrete steps that you need to accomplish in order to achieve your goals. An action plan explains who is going to do what, by when, and in what order for the church to reach its goals. The design and implementation of the action planning depend on the nature and needs of the organization.

Getting buy-in from your stakeholders is to ensure implementation of action items, it is important to assign responsibilities and deadlines. A great method is to assign each goal to a board member, staff, or volunteer. Ask him/her to write the action plan and be responsible for making sure each task is accomplished. Another method is to identify all the actions that need to occur in the next 90 days. You can continue this same process at every ninety-day increment until the goal is achieved.

To write action items ask, "What are we going to do in the next 90, 60, and 30 days to work towards this goal?"

Scorecard

To help monitor your strategic plan, one of the best tools around is the Balanced Scorecard developed by Kaplan and Norton from Harvard. The scorecard is to be used as both a measurement and management tool to assist in fulfilling an organization's vision. With it, you can actively track progress towards your goals.

For each goal put a measurement and target on a scorecard (in Excel). With the scorecard, you can actively track your progress on a monthly basis. To begin using the scorecard, select the “Top Five” key goals that you want to measure that will have the most impact in moving your church forward.

To develop a scorecard ask, “what are the key performance measures you can track in order to monitor if you are achieving your goals?”

Execution

Implementation is the most difficult part of the planning process: it is actually achieving the goals set out in the plan while remaining alert and flexible to new opportunities as they unfold. The overall aim is integrating the strategic planning with daily, weekly, and monthly routines. It is good to remember that a plan that is well-implemented brings Godly success to the church.

An administrator devoted to the successful implementation of the plan is key. The plan needs to be supported with people, money, time, systems, and, above all, communication. Communicate the plan to everyone in your organization. Hold a monthly or quarterly strategy meeting to report on the progress toward achieving the goals. Take corrective actions as needed. Above all, remember that implementing the plan requires continued daily prayer for direction accompanied by obedient action in response to what God reveals.

Conclusion

A strategic plan is a living, dynamic document. It drives your church and must be integrated into every fiber of your organization, so all staff is helping to move the church in the same direction. All the best missions and strategies in the world are a waste of time if they are not implemented. To be truly successful, the plan cannot gather dust on the bookshelf. You know what “shelf” we are talking about.

Strategic planning is about keeping the plan active so that it does not gather that proverbial dust. Know what your end result looks like and where your milestones should be. Plan your near-term actions and evaluate your progress each quarter. Are you where you thought you would be if you had been on target? Or, if you are off target, how far are you off? The course correction to put you back on track becomes your next action plan. When your church has a clear plan and acts according to the plan, you are going to go from where you are to where you want to go, therefore, ensuring your success!

Our 2022 Strategic Plan

2022 Year Plan

Objectives

- 1. Establishing a robust leadership structure to make church processes efficient within the first 3 Months of 2022.**
- 2. Raise the visibility of the church to expand its population to 200 consistent members within 12 months.**
- 3. Double church income to fund church activities for expansion within 12 months**

Departments

- Praise and Worship.
- Leadership.
- Media and Communication.
- Growth and Discipleship.
- Community Outreach and Hospitality.
- International Outreach.

Establishing a robust leadership structure to make church processes efficient within the first 3 Months of 2022.

1. Develop a leadership Training Manual
2. Create leadership posts
3. Attend/Invite leadership teachers
4. Read/Discuss a leadership manual eg from Myles Munroe

and aggressively reaching out.

1. Volunteers who will put in 3 hours a day for the days available
2. Through Great Experiences on our Sunday Services Especially
 - i. Praise and worship,
 - ii. Sermons,
 - iii. Hospitality and
 - iv. Media
2. Have a consistent posting of contents –
 - i. Images – Posted in the Evenings: Mondays, Thursdays and Saturdays
3. Through Online Presence –
 - i. Paid Ads,
 - ii. Great relevant content
 - iii. Live stream Content and Podcasts
 - a. **Videos Premiering (5 Minutes)** – Contents from The Good News Mission and other credible Ministers posted on Video Receiving platforms. Timeframes Twice a day – As we increase capacity to produce content.
 - iv. Search Engine Optimization for The Good News Mission Church
 - v. Through Kids and Teens – School and colleges Missions

TIMELINES AND DELIVERABLES

January to March

2. Increase the number of Volunteers who are going to work on Our Online Department from Zero (0) to Ten (10)

- i. Create more appealing plea for volunteers – Twice each month
 - ii. Have a manual guide to our Online Work – By 31st January
 - iii. Create a teaching manual that will help the volunteers come to speed to dispense their work n- By 31st January
3. Sunday Experiences –
- i. Motivate the Praise and Worship team to improve their skills twice the level they are
 - ii. Have a more organized programs that are definitive – By the end of February (28th Feb)
 - iii. Introduce the **Hospitality Department** and Train them on Handling members and guests magnificently – End of January
 - iv.

Handling our Online Platforms with content

We shall Allocate KES10,000 each month for the Online Missions and Outreach from January 1st 2022

1. We need to have Three (3) Permanent staff by December 2022. This requires resources to pay their salaries.

How do we raise the resources?

1. Increase the amount given through Tithes and Offerings by creating awareness in the church
2. By Intentionally increasing membership to 200 people by December 2022.
3. Online Church Donations

Strategies to increase membership.

1. Intentional Internet Outreach – Use all media channel
 - i. Facebook – Target between 18-50 years
 - ii. Instagram and Tiktok – Target 15- 30 Years
 - iii. LinkedIn – Target Professionals
 - iv. YouTube – Target seekers
 - v. Websites and Mobile Apps – Members of the Church
2. **Physical Outreach –**
 - i. Ablaze Worship Experiences
 - ii. Door to Door Outreach
 - iii. Outdoor worship Experiences
 - iv. Crusades

3. Seminars

Explore the possibilities of engaging Social Media Influencers

- i. Youth Seminars
- ii. Couples Seminar -
- iii. Professional Seminars

4. By increasing the number partners

- i. Raise the number of partners from 2 Active partners to 20 Active Partners
- ii. Intentionally reach out to persons (Born Again Celebrities) who seem way out of reach and create networks

5.

Five year plan