



CALVARY BAPTIST
CHURCH

Strategic Plan Overview

2023 - 2027

STRATEGIC PLAN OVERVIEW:

- Calvary wants to be a church that authentically lives out our core values: Family, Discipleship, Missions, Prayer. Our strategic plan will be built around these values.
- In 2022, Calvary saw an increase in visitors and membership through both baptisms and membership transfers. This strategic plan will support growth of our church and individual spiritual growth.
- The Church Council developed a 2023-2027 Strategic Plan with 17 ministry directives. Specific goals were or will be developed by taskforce teams or committees.
- Our current operating budgets will not fund this multi-year visionary plan. Additional funds are required. We also must embrace a financial plan to pay off our current debt.
- The Church Council will oversee and evaluate the Strategic Plan progress. The Council will provide regular reports on the plan during quarterly business meetings.

Calvary's Strategic Plan outlines ministry directives that will help Calvary fulfill our vision and mission. Your Church Council has focused on directives that will ensure that we are a spiritually healthy church. This plan will help us align our financial resources with these directives which are linked to our four core values: Family, Discipleship, Missions, Prayer.

Note: This planning document and the related individual ministry directive action plans should be considered a working document which will be updated regularly. The individual action plans contain more details regarding next steps and timelines. These planning documents are available for review upon request.

PRAYER MINISTRY

We believe that prayer is one of the most important and impacting ministries. The only way we will accomplish our mission is to be a praying church.

CALVARY'S PRAYER MINISTRY

Oversee Calvary's prayer ministry which includes planning and leading quarterly prayer meetings along with Calvary's Pray First ministry.
2023: Plan developed.

Goals:

1. Hold quarterly prayer meetings.
2. Provide prayer topics and prayer points for monthly Pray First Sundays (will mirror Prayer Meeting Topic in Prayer Meeting months).
3. Redesign Prayer Card Ministry.

TIMING

Phase 1

POINT PERSON(S)

Leila Dockery w/ Prayer Team

FUNDING NEEDS

Annual Budget

MEMBERSHIP/DISCIPLESHIP

Calvary seeks to be an intergenerational family for all members. Our purpose is to glorify God by making disciples who make disciples. Discipleship is God's grand purpose for His church.

GROWING ACTIVE CHURCH MEMBERSHIP

Plan and coordinate key outreach events throughout the year utilizing Bible Study class coordinators to communicate, promote, and equip class members to participate. Also, equip Bible Study classes to have outreach coordinators who will stay in touch with inactive class members.

Goals:

1. The Calvary staff will develop a 2023 calendar that includes key outreach events.
2. Enlist a ministry staff person to be the staff liaison for the outreach prong of the Disciples' Cross.
3. The staff "Outreach Liaison" will work with the Bible Study Support Team and the Bible Study Outreach Coordinators to develop a plan and process for staying in touch with inactive class members.

TIMING

Phase 1

POINT PERSON(S)

Ministry Staff w/ SS Outreach Coordinators

FUNDING NEEDS

Annual Budget

GROWING CHILDREN/YOUTH WITH DISCIPLESHIP IMPACT

Develop a customizable family discipleship model. The model will involve ministry consultation with parents/grandparents and include a master list of effective discipleship resources and support strategies.

Goal:

1. Meet with parents and grandparents to learn how to best equip them to see their God ordained role as the primary disciple makers of their children/grandchildren by equipping them with training and tools needed for regular at-home family worship and Bible Study.

TIMING

Phase 2

POINT PERSON(S)

Julie Nelson & Garrett Lenzen w/their Ministry Teams

FUNDING NEEDS

Annual Budget

THRIVING YOUNG ADULTS MINISTRY

Part of our Next Generation vision includes developing a thriving discipleship ministry to college students, young singles, and young couples. The ministry will focus on young adults under the age of thirty years old.

Goal:

1. Strengthen the already established Young Adult Ministry of Calvary and grow it by playing an active role in ministry on UALR's college campus.

TIMING

Phase 2

POINT PERSON(S)

Garrett Lenzen w/Ministry Team

FUNDING NEEDS

Annual Budget

VIBRANT & ACTIVE ADULT SINGLES MINISTRY

Develop plan to re-start an adult single's ministry (ages 30 and above).

Goal:

1. Our younger singles ministry such as college and career and 20 somethings will be included in our Young Adult Ministries. This new singles ministry is envisioning working with singles age 30 or older.

TIMING

Phase 3

POINT PERSON(S)

Task Force (TBD)

FUNDING NEEDS

Annual Budget

SUPER SENIORS (SENIOR ADULTS)

To encourage our Senior Adult members in their faith; provide fellowship, and to reach out to non-members as we evangelize our community.

Goal:

1. Fellowship for our Senior Adult members. We have changed the names to Super Seniors to get a fresh start to reaching our senior adults. For 2023, we will plan eight events throughout the year.

TIMING

Phase 2

POINT PERSON(S)

Rick Couch w/ Pam Simpson & Team

FUNDING NEEDS

Going BOLD Campaign

DISCIPLESHIP EQUIPPING

Develop a discipleship training model that equips our church family to practice the spiritual disciplines highlighted in "Calvary's Disciples Cross." Also, provide D-Group equipping and coaching.

Goals:

1. Provide equipping and coaching for effective D-Group ministries.
2. Calvary will host at least one Disciple's Cross seminar each fall and spring.
3. Continue to develop a strong partnership with Little Rock's Downline Ministries.

TIMING

Phase 2

POINT PERSON(S)

Scott Jackson w/ Ministry Staff & SS Discipleship Coordinators

FUNDING NEEDS

Going BOLD Campaign

EVANGELISTIC IMPACT

Develop outreach strategies that include relational evangelism equipping.

Goals:

1. Develop a discipleship training seminar on relational evangelism.
2. Host an Engagement Project Conference at Calvary.
3. Develop a hospitality outreach ministry within our neighborhoods.
4. Calvary becomes a leading participant in a Will Graham Crusade that comes to Little Rock.

TIMING

Phase 2

POINT PERSON(S)

Scott Jackson w/ Ministry Staff & Deacon Outreach Team

FUNDING NEEDS

Going BOLD Campaign

MINISTRY/MISSIONS

At Calvary, missions are defined as engaging with those who are non-believers. We believe that all Christians are called to live a missional lifestyle.

MISSION PARTNERSHIPS

The Mission Committee envisions having numerous mission partners. These partnerships will include mission work in our city, state, nation and world.

Goals:

1. Prayerfully interview potential international mission partners.
2. Select prospective mission partners and send exploratory teams on "pre-trips."
3. Develop a tentative budget based on the prospective mission partner that the Missions Committee chooses.

TIMING

Phase 1

POINT PERSON(S)

Scott Jackson w/ Missions Committee

FUNDING NEEDS

Going BOLD Campaign

KNOWN REPUTATION FOR CHANGING LIVES

The Marketing/Communications Team will develop a communications plan to support outreach and membership growth.

2022: Began capturing testimonial videos of Calvary members that can be shown in worship services, social media, and website.

Goals:

1. Increase video reels on social media to engage next gen (add volunteers to film, live videos/stories).
2. Grow The Bridge attendance by 15 percent.

TIMING

Phase 2

POINT PERSON(S)

Jordan Norton & Garrett Lenzen w/ the Marketing/ Comm. Team

FUNDING NEEDS

Annual Budget

MAKING SUNDAY SCHOOL MORE MISSIONAL

The Bible Study Support Team (formerly Religious Education Committee) will be tasked with creating a plan to provide better support and coordination within our Sunday School departments and to help the Sunday School classes develop a leadership structure that effectively supports Calvary's mission.

Goals:

1. Enable each class to grow both physically (by outreach) and spiritually (through prayer, Bible Study, and fellowship ministries).
2. Ask class to recruit leaders in prayer, *koinōnia*, teaching, and outreach.
3. Create class definitions to make it easier for visitors and new members to find the right fit.
4. Improve communication and participation between Bible Study classes and liaisons on the church staff.

TIMING

Phase 2

POINT PERSON(S)

Scott Jackson w/ the Bible Study Support Team

FUNDING NEEDS

Annual Budget

BUILDING & STEWARDSHIP

STEWARDSHIP/DEBT REDUCTION

The Finance Committee will be tasked with organizing and overseeing a Capital Fund Raising Campaign that will support the strategic plan and debt reduction. *2022: Enlisted current "All In" contributors to continue with their giving through the end of 2022.*

Goal:

1. A new campaign, Going BOLD, will be conducted in February - March. This will raise funds for paying off the debt retirement and resourcing the Strategic Plan.

TIMING

Phase 3

POINT PERSON(S)

Michael Hall w/ Finance Committee

FUNDING NEEDS

Going BOLD Campaign

UPDATE/CONTEMPORIZE FOYER & HOSPITALITY ROOM

Develop plan and recommendation for updating and contemporizing the Worship Center foyer and Hospitality Room.

Goals:

1. Update and contemporize the Worship Center foyer.
2. Update and contemporize the Hospitality Room.
3. Update the Hospitality Room kitchen.

TIMING

Phase 1

POINT PERSON(S)

Laura Arnold w/ Design Task Force

FUNDING PROVIDED

Special Gift

UPDATE CHILDREN AND YOUTH FACILITIES

Develop plan and recommendation for updating children and youth facilities.

Goals:

Children's Ministry:

1. Update Preschool and Children's Park.

Student Ministry:

1. Create a modern multi-purpose space that is flexible enough to host multiple ministries and events.

TIMING

Phase 1

POINT PERSON(S)

Julie Nelson & Garrett Lenzen w/ Task Force

FUNDING NEEDS

Going BOLD Campaign

WORSHIP CENTER UPGRADE

Develop plan to support improvements to online services and multi-media events.

Fall 2022: Sound system upgrade complete.

Goals:

TBD - It will be important for Calvary to continue to upgrade our online ministry capabilities along with investing in multi-media resources. A plan will be developed to address this need.

TIMING

Phase 3

POINT PERSON(S)

Rick Couch w/ Task Force

FUNDING NEEDS

TBD

LEGACY GIVING

Develop a strategy to actively promote and grow both planned giving and Calvary endowments. Create a framework that will build a culture of Legacy Giving at Calvary.

Goals:

1. Determine whether income from existing Calvary endowed funds is eligible to use as a funding source for Calvary's five-year Mission Plan.
2. Determine answers to these questions: Should we promote a Calvary endowment? Does Calvary's giving community have the critical mass to make it worthwhile (i.e., could we ever expect to grow an endowment to a sufficient value to make a difference)?
3. Determine answer to this question: Can the existing CBC Ministry Endowment be used going forward OR do we need to establish a new Calvary endowment fund?
4. Implement changes to endowment/planned giving oversight, if necessary.
5. Legacy Giving education/communication emphasis, followed by ongoing communication and education about Legacy Giving.

TIMING

Phase 2

POINT PERSON(S)

Michael Hall w/ Task Force & Marketing/ Comm. Team

FUNDING NEEDS

TBD

FACILITY UTILIZATION

Evaluate potential ways to utilize Calvary's facilities to generate revenue. Additionally, make a recommendation for a long-term plan for the North Education facility.

Goals:

TBD - It is anticipated that facility utilization plans will bring revenue into the church; however, there could be some initial investment expenses. A plan will be developed to address this area.

TIMING

Phase 3

POINT PERSON(S)

Steve Strickland w/ Task Force

FUNDING NEEDS

TBD

Update: 1.9.23



CALVARY BAPTIST
CHURCH

Connect with us.

GBCLR.ORG

@GBCLR  

5700 CANTRELL ROAD | LITTLE ROCK, AR 72207