

# The Ministry Model Canvas

For:

By:

Date:

Version:

## Key Partners

Who will help you?

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## Key Activities

What do you do? Which key activities does your value proposition require?

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## Value Proposition

What do you do / provide?  
The value proposition is about solving a problem or satisfying a need for beneficiaries and co-creators.

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## Relationships

How do you get, keep, and grow beneficiaries and co-creators?  
How do you secure buy-in and support?  
What type of relationship do they expect from us? [e. g. community, co-creation, accountability, self-serve, automation]

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## Co-Creators & Beneficiaries

For whom are we creating value?  
Who helps us create outcomes or our value proposition?

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Group in different personas.

Example:

### Stakeholders

1. investors
2. philanthropists
3. high donors
4. low donors

### Co-Creators

1. volunteers
2. participants
3. collaborative partnerships [churches/nonprofits/for-profits/government]
4. advocacy

### Beneficiaries

1. clients
2. constituencies
3. recipients
4. customers
5. members

## Key Ressources

What resources do we need?  
[Financial? Volunteers? Staff? Partnerships? Equipment/Technology/Materials? Location?]

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## Scope & Channels

Which channels do we use to reach our beneficiaries and in order to achieve our goals?  
Where does the scope begin and end?

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## Budget

What are the costs? {e.g. rent, salaries, utilities, communication, technology, materials}

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## Outcome

Financial  
- how will you generate income?

Non-financial.

- How can we measure mission achievement?
- Define SMART criteria: Specific, Measurable, Actionable, Realistic, Time-bound

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