The Ministry Model Canvas *for churches*

For:

By:

Date:

Version:

Connecting factor　2

Top 3 connecting factors (e.g. problems, values, needs, interests)

What type of relationship does the target audience expect? (e..g community, co-creation, receiving help or services, self-service, entertainment)

Key Activities　5

Which activities do we need to offer for our unique value proposition? Which ones correspond to their needs?

Which activities do we need to sustain this model long-term? (e.g. worship services, communication, events, training)

Ressources　7

What resources do we need?
(Financial? Volunteers? Staff? Partnerships? Equipment/Technology/Materials? Location?)

Unique Value Proposition　3

Single, clear, compelling message that states why you are different and worth engaging with

Relationships　4

What type of relationship do they expect from us? (e. g. community, co-creation, accountability, self-servide, automation)

Channels　6

Where and how will we reach the target audience?

What relationships do we already have, what relationships do we need to establish? (target audience, city, partner organizations)

Target Audience　1

Who is our most important target audience? (demographics, location, time, characteristics)

Which sub-groups exist? (e.g. families contain parents, kids, youth)

What alternatives exist and are used by our target audience regarding connecting factors?

Budget　8

What are the costs? (e.g. rent, salaries, utilities, communication, technology, materials)

Mission Achievement　9

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

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