

Purpose:

Why we exist

To be the Surprise
of God to a world
in need

Vision:

The dream we chase

Imagine a church that
leaves the
building to love each
other like family and
transform cities.

Mission:

Our next big objective

175 People in actively
discipling & growing
Groups/teams
by year's end

Strategy:

How we'll get there

- Train leaders to disciple people
- Create virtual/in-person groups/teams
- Re-engage/repurpose volunteers
- Adopt a helpful posture toward city
- Ensure on-ramps/entry points for new people beyond Sunday gatherings

Persona:

Who we'll envision reaching

Couples & families with kids

Core Values:

How we want to behave

1. LOST PEOPLE MATTER
2. MAKE BOLD MOVES
3. MISSIONAL COMMUNITY
4. EQUIP THE SAINTS
5. MULTIPLY LEADERS
6. RADICAL GENEROSITY
7. STUBBORNLY SIMPLE

Distinctives :

Why we are different

- Portable church
- Radical hospitality
- Missional Community Focus
- Real, meaningful relationships
- Vision for Multiplication

Annual Goals: by 12/31/21

- 175 People in Groups/teams
- Gather 3,000 contacts into a non-Surprise database
- Increase monthly budget by 25%
- Double the # of engaged families
- Mobilize for summer Sunday/Wed worship

Keystone Ministries: 80% of our focus

1. Community Outreach/Content Marketing
2. Groups
3. Teams
4. Kids
5. Worship

Quarterly Goals:

See "Quarterly Progression Goals" page on page 3

Key Metrics: Numbers we'll watch

LEADING indicators:

- secondary database
- website hits
- social media...

LAGGING indicators:

Financials

Revenue/expenses

Attendance

- physical
- message views

Groups

Total number; weekly attendance

Teams

Total number; weekly attendance

Spiritual

Annual number

Annual Events: all hands on deck

Summer Midweek park worship

Marriage retreat

Xmas/Easter

Baptism

Camp Kindness? Egg Hunt?

Family Funday?

Key Processes: systems we'll harness

- Team leader Leadership Development/Discipleship Training Systems
- New volunteer relational onramp
- Refreshed new guest assimilation to reflect entry-points
- Donor relationships system/schedule

3-Year Outlook: Where we'll be in three!

1. 300 People in Groups/teams
2. Gather 10,000 non-Surprise database
3. Increase monthly budget by 100%

2021 Annual Goals: by 12/31/21

1. 175 People in Groups/teams
2. Gather 3,000 non-Surprise database
3. Increase monthly budget by 25%
4. Double the # of engaged families
5. Mobilize for summer Sunday/Wed worship

Surprise Quarter 1 Goals: (Jan-March)

Kids & guest follow up strategy
Community Volunteer/Leader Quarterly (Jan)
Monthly Content Helps
Groups Launch
Egg Hunt & Easter (Apr 4)
March Match
2nd worship band forms

Surprise Quarter 2 Goals: (April-June)

Community Groups Semester Launch (Apr)
Virtual Marriage Retreat
Volunteer celebration (May)
Summer Worship Schedule Launch (June)
Summer Outreach
Camp Kindness

Surprise Quarter 3 Goals: (July-Sept)

Vision gatherings (Aug)
Fall Launch
Community Groups Semester Launch

Surprise Quarter 4 Goals: (Oct-Dec)

Volunteer Team Care event (Nov)
Generosity Party (Nov)
Surprise Acts of Kindness (Oct)
Annual Retreat/Team Leader Workshop (Oct)
Annual budgeting (Nov)
Kids Christmas (Dec)
Christmas (Dec)