

#### **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*

To empower 200 people to experience belonging & transformation in a Community Group or Ministry Team.

#### **Strategy:**

*How we'll get there*

- 1- Move towards a Digital Ministry Platform and expanded Kindness ministries.
- 2- Build tributaries to groups, not diversions
- 3- Foster deep relationships among volunteers.
- 4- Intentionally develop and activate young people in ministry & apprenticeship.
- 5- Develop structures for Partnership & Care ministries.
- 6- Zero sum ministry: no sacred cows.

#### **Persona:**

*Who we'll envision reaching*

*People needing a fresh start*

#### **Core Values:**

*How we want to behave*

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

#### **Distinctives :**

*Why we are different*

- We bring God's Kindness to our city.
- We see faith as an identity & lifestyle.
- We practice radical hospitality.
- We cultivate real relationships.
- We build missional community.
- We aim to multiply & reach people locally and globally.

### **Vision 2024:** *Where we feel led by God:*

1. Fully implemented Bismarck Kindness Initiative
2. Launch Digital Ministry Platform
3. 225 people in groups/teams
4. 5,000 people engaged through content evangelism database
5. Budget of \$500,000
6. Reach 10 new cities with Campfire Community Groups & partnerships

### **Surprise Church 2023 Goals:**

1. Lay the foundation for Vision 2024
2. 200 people in groups/teams with a Spiritual Growth Plan
3. 2,000 souls engaged through content evangelism database
4. Budget of \$350,000+
5. Reach 3 new cities with non-local Community Groups

### **Big Annual Events:** *all hands on deck*

- >Camp Kindness; Group Launches
- >Big Days: Christmas, Easter, Bring-a-friend Sunday
- >Volunteer Celebration

*Marriage retreat, Egg Hunt, Faces of Easter*

### **Keystone Ministries:** *80% of our focus*

- Community Groups
- Leadership & Team Development
- Family Ministry
- Worship

### **Key Processes:** *systems we'll harness*

- Communications/evangelism
- Guest Assimilation
- Leadership Development & apprenticeship
- Donor relations
- Spiritual Growth Plans

### **Key Metrics:** *How we'll evaluate*

#### **LEADING indicators:**

- Content/video views
- Spiritual Growth Plans

#### **LAGGING indicators:**

- Giving
- Attendance
- Group/Teams