

Marketing Strategy for Ministries

Ministry Name: _____

Ministry Mission Statement:

Action statement declaring the purpose your ministry serves its audience. 1 - 2 sentences.

Ministry Target Audience:

Who do you want to sign up/participate in your ministry? Be as specific as possible.

What is your competition?

What might be standing in the way of your target audience signing up to participate?

Your Ministry's Budget: _____



Strengths and Weaknesses

Ministry Name: _____

Strengths:

What are you currently doing well?

1: _____

2: _____

3: _____

4: _____

5: _____

Weaknesses:

What are the roadblocks between you and your goals?

1: _____

2: _____

3: _____

4: _____

5: _____

Opportunities:

Dream big. What can we fix?

1: _____

2: _____

3: _____

4: _____

5: _____

Threats:

What obstacles are preventing you from reaching your goals?

1: _____

2: _____

3: _____

4: _____

5: _____

