

"FRESH PATHS FORWARD" - STRATEGIC PLAN

FULL VERSION

OUR PURPOSE: Greene County Baptists are Great Commission Baptists.

ONE VISION: A healthy, Great Commission church in every community of Greene County.

TWO-FOLD MISSION: Equip and connect churches to fulfill the Great Commission.

THREE CORE VALUES: Gospel Mission, Kingdom Partnership, Biblical Fidelity

FOUR MISSION PATHWAYS:

- Support Leaders
- Strengthen Churches
- Start Churches
- Send Churches

MISSION PATHWAYS

GOALS/OBJECTIVES/KEY OUTCOMES

SUPPORT LEADERS:

By "calling out the called" and providing specialized pathways for everyone from the bi-vocational pastor to the media volunteer, GCBA acts as a high-capacity greenhouse—nurturing raw talent into seasoned ministry leadership.

Goals:

1. Grow the 417 Residency and "Call Out the Called" Culture

Objective: To expand the 417 Residency Program into a primary engine for leadership multiplication, while equipping local churches to identify and affirm those sensing a call to ministry.

Key Outcome: A measurable increase in residents and a culture where pastors are actively mentoring the next generation of vocational and lay leaders.

2. Foster Peer-to-Peer Wisdom through Specialized Cohorts

Objective: To move beyond general networking by creating more Affinity Groups and Ministry Cohorts tailored to specific roles, including worship, youth, children, and missions.

Key Outcome: A "community of practice" where leaders feel less isolated and more equipped through shared experiences and collaborative learning.

3. Transition to an "On-Demand" Church Equipping Model

Objective: To provide high-impact training in VBS, Evangelism, and Discipleship that is available both as regional events and as "concierge-style" training delivered directly to a local church at their request.

Key Outcome: Increased accessibility to quality training that meets a church exactly where they are, rather than requiring them to always come to the Association.

4. Serve as a Premier Curator of Ministry Resources

Objective: To position the GCBA as a trusted filter that identifies, vets, and promotes the best training resources from partners like Lifeway, the MBC, and MBTS.

Key Outcome: Pastors save time and avoid "decision fatigue" because the Association has already audited the most effective, low-cost tools for their specific context.

5. Empower Bi-Vocational and Specialized Ministry Leaders

Objective: To design targeted developmental tracks for bi-vocational pastors and media/worship leaders that respect their unique time constraints and technical needs.

Key Outcome: A more resilient and technically proficient leadership base that feels seen and supported by the Association.

First Target

By 2030, we will double the amount of ministry groups/cohorts in GCBA.

STRENGTHEN CHURCHES:

Strengthening churches is about moving beyond mere survival to a state of thriving, where every church has a clear understanding of its "vital signs" and a roadmap for growth. By defining what health looks like, providing the tools to measure it, and deploying specialized support for churches in transition, we ensure that no congregation has to navigate the complexities of ministry in isolation.

Goals:

1. Establish a Unified Church Health Diagnostic Suite

Objective: To define clear, biblical metrics for congregational health and provide every GCBA church with the assessment tools needed to measure their current vitality.

Key Outcome: A shared language of "health" across the association, moving beyond just "noses and nickels" to include discipleship, leadership depth, and community impact.

2. Implement a 5-Year Vision-Revitalization Framework

Objective: To launch a standardized, five-year roadmap that guides churches through the stages of assessment, vision-casting, and structural revitalization.

Key Outcome: A predictable, proven pathway that eliminates "trial-and-error" ministry for churches in transition or plateau.

3. Deploy a Specialized "Revitalization Strike Team"

Objective: To recruit and train a dedicated cohort of "Revitalizers"—experienced leaders who can provide on-the-ground support, coaching, and mentorship for churches in critical transitions.

Key Outcome: Ongoing, high-touch support for struggling congregations, ensuring no church in revitalization feels isolated or unsupported.

4. Publish Success Stories

Objective: Establish a consistent rhythm of publishing "Health Stories" that celebrate milestones in congregational growth.

Key Outcome: A culture of encouragement where churches learn from one another's successes and see revitalization as a possible and celebrated reality.

First Target

By 2030, at least half of our churches will develop an intentional strategy to achieve church health.

START CHURCHES:

GCBA's goal is to foster a "Kingdom-first" culture where success isn't measured in our churches solely by attendance but by whom we send out. By championing new plants, we aren't competing for members; we are collaborating for the Harvest. Through strategic partnerships, clear leadership pathways, and a shared spirit of celebration, we aim to make church planting a natural and joyful expression of our collective identity as an association of Great Commission Churches.

Goals:

1. Cultivate a Culture of Vision and Celebration

Objective: To inspire a shared urgency for church planting across GCBA by highlighting the spiritual need within the county and actively celebrating every new work.

Key Outcome: A consistent communication rhythm that shares "planting progress" stories.

Key Outcome: Regular "Celebration of New Works" moments during association gatherings to normalize and honor multiplication.

2. Formalize the Partnership and Resource Pipeline

Objective: To eliminate "participation friction" by establishing clear, documented pathways for funding and coaching.

Key Outcome: A standardized funding pathway that outlines how association dollars support new plants.

Key Outcome: A coaching path to ensure every planter has access to veteran mentorship and emotional support.

3. Build a Robust Leadership Funnel

Objective: To identify, develop, and deploy future church planters through a transparent and accessible leadership development process.

Key Outcome: Define a clear "Prospect-to-Planter" funnel that churches can use to identify internal talent.

Key Outcome: Communicate the specific training and assessment milestones available to candidates through the GCBA and denominational partners.

4. Strengthen Strategic Missional Alliances

Objective: To amplify local efforts by bridging GCBA churches with regional sending organizations and church planting networks.

Key Outcome: Act as a liaison between local autonomous churches and national/state networks to maximize available resources.

Key Outcome: Audit current partnerships to ensure they align with the association's specific theological and geographic goals.

First Target

By 2030, we will plant or replant 18 new congregations in GCBA.

SEND CHURCHES:

“Sending churches” is about mobilizing our association’s congregations for greater Kingdom impact. By fostering collaborative ministry opportunities, providing practical evangelism and missions training, promoting cooperative Kingdom investment, and stewarding ministry grants responsibly, we aim to strengthen our churches’ gospel reach across Greene County and beyond.

Goals:

1. Catalyze Collaborative Missions and Ministry

Objective: Design and promote high-impact, “win-together” mission opportunities that allow churches of all sizes to pool resources for greater kingdom impact.

Key Outcome: A shift from isolated church programs to unified, associational initiatives that no single church could accomplish alone.

2. Provide Training Opportunities for Evangelism and Missions

Objective: Equip and encourage member churches to more effectively engage in evangelism and missions by providing accessible, practical, and biblically grounded training opportunities, both at the associational and local church levels.

Key Outcome: Increased engagement in evangelistic outreach and mission involvement among participating churches.

3. Promote Missions Offerings and Kingdom Investment

Objective: Cultivate a greater commitment among member churches to sacrificial giving and cooperative Kingdom investment through the promotion of missions offerings and strategic partnership opportunities.

Key Outcome: Increased participation among member churches in giving to the Jim Joslin Missions Offering and other Kingdom initiatives.

4. Oversee the Awarding of Ministry Grants to Churches

Objective: Steward association resources responsibly by overseeing a fair, transparent, and mission-focused process for awarding Joslin Ministry Grants to member churches.

Key Outcome: Grants will be awarded to churches in ways that support evangelism, discipleship, community ministry, church revitalization, or church planting efforts.

5. Steward the Block Party Trailer

Objective: Develop and maintain a well-equipped, reliable, and accessible Block Party Trailer that enables churches to effectively engage their communities through outreach events.

Key Outcome: Churches consistently have access to a clean, organized, and fully functional trailer supported by clear usage policies, regular maintenance, and updated inventory, resulting in increased utilization and more effective community engagement opportunities.

First Target

On an annual basis, we will provide training and opportunities for cooperative missions/evangelism internationally, nationally and locally.

ADMINISTRATIVE GOALS/OBJECTIVES/KEY OUTCOMES

COMMUNICATE EFFECTIVELY:

Charting “fresh paths forward” requires improving and, in some cases, changing the way we communicate as an association. This includes making sure that there is two-way communication. We want to hear from the churches in our association about what they are doing and what they need. We want the churches to know what other churches are doing so that we can support, encourage, pray for, and celebrate with each other.

Goals:

1. Mobilize a Network of Church Advocates

Objective: To establish a localized communication bridge in every member congregation by recruiting and equipping "GCBA Advocates."

Key Outcome: Every church has a designated liaison who ensures denominational resources and stories reach the local pew, and local needs reach the association.

2. Implement a Two-Way Communication System

Objective: To deploy a user-friendly digital system that facilitates dialogue between the association leadership and church advocates.

Key Outcome: Feedback loops are formalized, ensuring that communication is not just "top-down" but includes active listening and data-sharing from the field.

3. Standardize and Strengthen the GCBA Brand Identity

Objective: To project a professional, consistent, and recognizable presence across all social media and digital platforms.

Key Outcome: A unified "visual voice" that builds trust and makes GCBA content instantly identifiable to pastors and laypeople alike.

4. Create a Unified Association-Wide Communications Plan

Objective: To synchronize the messaging of all GCBA ministries into a single, cohesive editorial calendar.

Key Outcome: Elimination of "information silos," ensuring that church planting, revitalization, and missions are all speaking with one voice and not competing for the churches' attention.

5. Emphasize Story-Telling Through Digital Platforms

Objective: Increase engagement on association digital channels through consistent, compelling, and mission-focused content.

Key Outcome: Strengthened connection, encouragement, and Kingdom awareness among member churches by effectively sharing ministry stories.

First Target

By the 2027 annual meeting, we will enlist and mobilize a "GCBA advocate" in each of our congregations to communicate information and opportunities available through the association.

FOSTER PARTNERSHIPS:

In the ecosystem of an association, "fostering partnerships" is the bridge between individual church autonomy and collective Kingdom impact. We recognize that while a single church can do much, a network of churches can do the impossible. This priority is focused on "co-laboring" where every congregation, regardless of size or demographic, sees the GCBA not as an entity they belong to, but as a partnership they participate in.

Goals:

1. Reimagine the Annual Meeting as a Multi-Generational Summit

Objective: To transform the Annual Meeting into a premier, high-value gathering that attracts a diverse demographic of pastors, staff, and lay leaders.

Key Outcome: Increased attendance and engagement from younger leaders and ethnic congregations by focusing on relevant worship, networking, and visionary reporting.

2. Strengthen Partnerships that Focus on Next Generations

Objective: Formalize the relationship between GCBA and SoulQuench, with SoulQuench coming under the GCBA umbrella. Leadership of SoulQuench will be approved by the messengers at each annual meeting.

Key Outcome: The relationship between GCBA and SoulQuench will be strengthened and clarified. Student ministry will become more visible and prioritized in GCBA. More of our churches will take advantage of the opportunities, resources and training offered by SoulQuench.

Objective: Explore the possibility of inviting Springfield BSU to return under the umbrella of GCBA, as has been the case historically.

Key Outcome: GCBA will have greater ownership and responsibility over ministry to college students in Springfield. With this renewed sense of ownership, our member churches will become more vested in collegiate ministry.

3. Elevate Data Stewardship through the ACP

Objective: To reframe the Annual Church Profile (ACP) as a vital strategic tool for local churches, helping them visualize their own health and the collective progress of the GCBA.

Key Outcome: A higher percentage of reporting as churches begin to see the data as a "health check-up" rather than a denominational chore.

4. Cultivate a Culture of Generous Reinvestment

Objective: To inspire churches to view their financial support of the GCBA as a strategic investment in local multiplication and shared health.

Key Outcome: A measurable increase in the percentage of cooperative giving as the Association clearly demonstrates the "return on mission" for every dollar contributed.

5. Launch a Peer-to-Peer Resource Exchange

Objective: To establish a Resource Liaison Network that facilitates the seamless sharing of physical assets, specialized talents, and proven ministry templates between churches.

Key Outcome: Reduced overhead for individual churches and a tangible sense of "community of goods" where one church's surplus meets another's need.

6. Update the Interior of Haynes Ministry Center Into a More Modern and Practical Ministry Space

Objective: Enhance the effectiveness, functionality, and hospitality of the Haynes Ministry Center by updating its interior into a more modern and practical space for ministry and collaboration.

Key Outcome: Improved functionality, appearance, and flexibility of meeting, office, and ministry areas to better serve the cooperative work of our churches.

First Target

By 2030, at least 80% of our churches will participate in the Annual Church Profile.
