

BIG PICTURE

TARGET GROUP Who are you going to reach?	REACH How will you relate to your target group? How will you reach it?	VISION What value does the ministry provide when it's fully functioning?
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IMPACT

MILESTONES How will you track progress?	METRICS How will you measure your impact?	STORY How will you tell the story of what God is doing?
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NUTS & BOLTS

ACTIVITIES What are you going to do? List key activities.
TEAM Who will you do it with? List key team members and their roles.
RESOURCES What key resources are required? List all key assets & needs.
PARTNERS Who can you partner with to accomplish your vision?
MONEY How much is it going to cost and how will you fund it?