

## Strategic Planning @ Daybreak

**What is a Strategic Plan?** A Strategic Plan is an organization's process of defining its strategy and direction for an appointed period of time, and then making decisions on allocating its resources accordingly to pursue this strategy.

**What is our mission?** *Helping people discover and deepen a life-changing relationship with Jesus!*  
We have a desperate expectation to see God's power change lives every day through Daybreak.

**How does a Strategic Plan help us accomplish our mission?** A Strategic Plan helps us join God in the areas we believe God is already working in and through Daybreak. This plan gives us clarity of direction for accomplishing our mission in this next season.

**"We're a family on mission together!"** is our theme for the next 3 years (Fall 2019 - Summer 2022). In the first part of our Strategic Plan, we have identified 8 Strategic Focus Areas that will allow us to accomplish our mission as a family together. The *Why* and *Desired Outcome* for each Strategic Focus Area were developed by our Staff & Leaders. Specific *Strategies* and *Tactics* will be written by our Ministry Departments (our Ministry Leaders) and incorporated into their yearly ministry plans over the next few years.

### Daybreak Strategic Plan (2019-2022) 8 Strategic Focus Areas

- **Reaching the West Shore**
  - **Why:** In our overly distracted, post-Christian culture, the church struggles to help people grasp the power of the gospel to change their lives both now, and eternally. God calls us to be a reproducing church that has His heart for lost people and is equipped to reach people we aren't reaching.
  - **Desired Outcome:** Engage every Daybreaker in new and different initiatives that help people on the West Shore discover a life-changing relationship with Jesus.
- **Fostering Year-round Global Engagement**
  - **Why:** God's heart for the world has always been part of our DNA at Daybreak. Our Acts 1:8 Alliance family roots call us to give, pray, and go...even to the ends of the earth! We join God in His work in order to reconcile lost and broken people to Himself. Currently, the opportunities for people to be discipled through God's global work are seasonal at best.
  - **Desired Outcome:** Provide year-round opportunities for every Daybreaker to engage in God's work globally, creating a hunger and passion for missions at Daybreak.
- **Bridging through Community Impact Ministries**
  - **Why:** We have discovered that people are more than willing to come to Daybreak to have their practical and emotional needs met (ministry to kids w/ special needs, foster care/adoption, mental health, physical health, support for life groups, etc). However, we have not discovered how to most effectively help people take a next step in their relationship with Jesus.
  - **Desired Outcome:** Effectively build relational bridges with community members, engaging them in a discipleship environment so they can discover and deepen a life-changing relationship with Jesus.

- **Growing Our Online Presence**
  - **Why:** People are consuming more content digitally than ever before. Social media has revolutionized the way people communicate, and as an organization, we must take advantage of its great potential to not just communicate to people, but to inspire and disciple people as well.
  - **Desired Outcome:** Become a pervasive and influential presence in digital environments where people already are so they are inspired to connect and grow with our church family.
- **Designing & Branding Intentional Ministry Environments**
  - **Why:** The lack of intentional look, feel and function of the buildings and grounds at our campuses can serve as barriers to our mission. We believe the look, feel, and function can and should play an important role in reaching people and engaging them in a relationship with Jesus.
  - **Desired Outcome:** Intentionally design environments that consistently reflect our identity (mission, vision, values, and target audience) and serve our mission critical ministries well.
- **Calling people to engage with inner soul work**
  - **Why:** Unaddressed brokenness, distorted ways of interacting with God or even spiritual fatigue can keep people from enjoying a deep and thriving relationship with Jesus. We must help people more fully rely on the Holy Spirit to cultivate an inner longing for God and heal brokenness in their lives.
  - **Desired Outcome:** Engage people in opportunities that are catalytic in helping them become more attentive to inner soul work, and responsive to God. Through specific groups and gatherings, people will be encouraged to focus more on formation than information so that they become more fully surrendered to Christ and transformed into His image.
- **Cultivating Next Generation Spiritual Vitality**
  - **Why:** Parents, kids, students, and 18-23 year olds tend to prioritize the influence of culture and personal achievement over following Jesus and allowing the Holy Spirit to transform them. When this happens, our relationship with Jesus tends to take a backseat in our lives.
  - **Desired Outcome:** Partner with parents to see *all* kids and students make decisions that shift their identity from themselves to Christ and His work. As the next generation shifts their identity, they will begin to ask difficult questions, lead others, and serve outside the church. These crucial steps will influence their peers to grow in their faith.
- **Equipping & Mobilizing transformed disciplers**
  - **Why:** Growth and spiritual formation happens best when people are in relationship with others whose fully surrendered life has become a deeply transformed life. To see exponential growth & transformation in our church, those who have experienced transformation must be mobilized and equipped to help bring the living Christ's transformational work to others.
  - **Desired Outcome:** Effectively train and mobilize both our leaders and committed Christ-followers to be equipped as catalysts in the spiritual formation of others.