

DEFINITION OF MISSION

Aubrey Malphurs, *Ministry Nuts and Bolts*
(Grand Rapids, MI: Kregel Publications, 1997), pp. 61-87

A well-focused mission statement provides the destination on the map toward which the entire ministry takes flight.

Broad

It is essential that a ministry's mission be all embracing. If a goal or activity doesn't fit under the mission, then either the mission isn't broad enough or the goal or activity isn't within the scope of the mission and should be discontinued.

Brief

A good mission statement can and should be no more than a single sentence. A key to clear, effective communication is brevity. Short, succinct statements are more easily understood and remembered. If you can't get the mission statement on a T-shirt, then it is too long.

Biblical

The mission must agree with Scripture. The mission given to the church in the first century is the same one He gives us for the twenty-first century.

Statement

Every ministry must articulate its mission in a statement if people are to know and understand their overall goal. It should be written in places where people can see it often: bulletin, newsletter, poster, wall plaque.

To Do

A mission statement defines the business you are in. It describes what you are supposed to do. It is directional and diagnostic.