

# KAGT 2022 Growth Plan

## *Understanding the Difference:*

A *goal* is a broad primary **outcome**. What we seek to accomplish.

An *objective* is a **measurable step** you take to achieve a strategy. The metric (how much) of what.

A *strategy* is the **approach** you take to **achieve** a goal. How to what.

A *tactic* is a **task/tool** you use in pursuing an objective associated with a strategy.

- **GOAL #1: Improve vision, mission, and core value comprehension and articulation by 80%.**
  - a. **Objective:** Based on KAGT active membership of 23, we will add to our 9 proficient members, no less than 6 more members that can recite our vision, mission, and values.
  - b. **Strategy/Tactic:** Add **Visuals** to walls in the building that include vision, mission, and values.
  - c. **Strategy/Tactic:** **Repetition**. Like our offertory prayer, we will begin to include vision, mission and core value statements to our on-screen order of service.
  - d. **Strategy/Tactic:** Faith is Fun **game**. As a part of the morning announcements, we will begin to participate in a game of memorization and celebration. After we reach (and exceed) our goal, we will continue the game as a New Members' celebration of membership. Maybe even consider a "Vision" pin.
  
- **GOAL #2: Align leadership personal vision/missions with local assembly ministries.**
  - a. The current KAGT Ministries listing is as follows...
  - b. Soul Ministries (Liberating and Restoring the Mind, Emotions, Intellect, and Will)
    - Evangelism (Aligned/Assigned Ministry Leader, Marjanet Wilson)
      - Soul winning
      - Community Services (in-reach and outreach)
      - *Detention and Correctional Support Services* / **Tony Fulton**
    - Music and Arts (Aligned/Assigned Ministry Leader, Jamelia Ford)
      - Dance
      - Choirs and Ensembles
      - Drama/Theater and Spoken Word Expression
      - Visual Arts, Photography and Cinematography
      - Creative Writing and Journalism
    - Liberation through Learning (Aligned/Assigned Ministry Leader, Julius Ford)
      - Christian Education (New Members, Bible Study and Sunday School)
      - Discipleship Institute
      - Leadership Summit
      - Adult Enrichment and Continuing Studies (GED, Life Skills and Vocational Training)
    - LIFE Model to Spiritual Direction
      - Grief and Loss Support
      - Addiction, Abuse and Misuse (awry?)
    - Prayer, Meditation and Consecration (Aligned/Assigned Ministry Leader, Tony Fulton)
      - **Blessings**
      - Denials and Affirmations

- **Petitions (the ASK)**
- **Intercession (for OTHERS)**
- **Thanksgiving**
- **Praise**, Adoration and Worship to God only/alone
- Confession (Forgiveness and Penitence)
- Dedication and Devotion
- Warfare (Ephesians 6:13-18)

c. Life Ministries (Change and Establishment through the Ages and Stages of Life) | *\*Once/Originally called Life Ministries, KAGT will officially implement FAMILY Life Groups beginning in April 2022 as a part of our 2022 Growth Plan initiatives.*

- Discipleship
- Youth and Young Adult
- Hospitality (ushers, greeters, etc.)
- Seniors
- Family (Men, women, marriage, and singles)
  - Men – Melvin to coordinate a quarterly EMERGE connection
  - Women – GEMS with Mother Wilson
  - Marriage – TBD in Q2
  - Singles – TBD in Q2
- Health and Wellness | DJ to coordinate and lead a Spring/Summer challenge
- Volunteer and Vocational Leadership (Laity and Clergy/Ecclesia)
- Diversity (Culture and Ethnicity)

• **GOAL #3: Increase overall membership by 5% each quarter through membership drives and visitor follow-ups. This is equivalent to 1.1 member per quarter. That is 3.5 members by 12/31.**

a. Membership Drive

- Virtual Membership drive, and online spotlights
- Donor appreciation and membership invitation; solicit our donor pool for membership associations, partnerships and potential membership leads.
- Together To-Gather! | Third Sundays or whenever KAGT ministers are preaching other than pastor.
- The “Guesting Game” a healthy competition for inviting guests to our bible studies, events and/or worship services.
- Better Management, Marketing, and “Branding” for our #KAGTMembership results page on Facebook

b. *MORE Visitors and Guests | Street/Greet team for OUTSIDE. Create “KAG Swag”*

c. Visitor Follow-up

- Reestablish our “welcome committee”
  - Diversify as much as possible (age, gender, race, etc.)
- Establish Guest Services tasks and prayerfully plan for creating a team
- Thank you for visiting card and a FAMILY gift.
- May we add you to our communications emails?
- Text messages and/or access to the KAGT app

d. Maximize Social Media outlets

- Social-Eyes our ministry. We have Twitter, IG, and FB.
    - FBShorts/Stories
    - Tweets of Sermon Points, or catchy sayings, phrases from the message, or impactful testimonies that were shared
    - IG allows for Live shorts and/or feeds
  - e. Increase Visibility
    - Update signage (marquee)
    - Street banner/flag that says KAGT, Kingdom Assembly, Church
  - f. Youth Engagement Service(s)
    - Following Offering, which is where the youth activities dwindle, let's consider how we can begin a youth activities component. This may require us to solicit the service of something like a CARE.com site for vetted volunteers or paid workers.
- **GOAL #4: Create online engagement through kagt.org and the KAGT app by Q2 of 2022.**
  - a. KAGT Connect App | Prayer Requests, Words of Testimony, Questions of Faith, News and Events, Giving (of time, talents, and treasures), Growing and Living, Community and FAMILY "GroupMe".
- **GOAL #5: Realize the shift and "next dimension" in ministry at KAGT in the following areas...**
  - a. Elders as worship leaders; Tony and chief intercessor. Kent and Tony to alternate as pulpit officiants and leaders of the liturgy. (To include benediction; Eph 3:20-21 and Jude 1:25)
  - b. Deacon-designate to join a cohort within the COTEK covering of upcoming deacons.
  - c. Ministers actively engaged champions of the morning worship experience. Call to Worship, Praise and Worship, Hospitality/Ushering/Welcome, Call to Salvation and Call to Membership.
    - Call to Worship: Research examples of call and response scriptures that are suggested for church liturgy. Each minister will select 10 verses from their research and then work with their fellow ministers to solidify a top 12 listing of call to worship scriptures to be used during the worship experience and make sure they are all given to DJ to be added to our PowerPoint presentation slides. Each week, on Sunday mornings before 9am the minister assigned to call to worship will let DJ know which scripture/slide to use.
    - Call to Salvation: We have all answered and shared in our call to worship. This was our first call in the worship experience. We have two additional calls. The second call is our Call to Salvation. As kingdom citizens, KAGT is a bible-based ministry of Christian believers that have been saved by grace, through faith in the redeeming power of Jesus Christ's sacrifice. We believe in the ABCs of salvation. When we Accept, Believe and Confess, Jesus, we are saved. We must accept that we have sinned and fallen short of God's glory (Romans 3:23). Will you accept? If so, say, "I ACCEPT!" We must believe that God's remedy for our sin and shortcoming is found in Jesus (Romans 10:9-10). Do you believe? If so, say, "I BELIEVE!" We must confess our belief aloud and be accountable. Will you confess your conversion, right here and right now? If so, say, "I CONFESS!" By your

confession, you have shared in a soul liberating and life changing conversation with our God in Heaven. YOU ARE SAVED! Welcome to the family of God!

- Call to Membership: At KAGT, our core value is FAMILY. For us, family means, forget about me, I love you. Anything that keeps me from loving you, I must forget it. Anything that keeps you from loving me, you must forget it. To God, we are all the same—beloved children. It is not about me. It is not about you. It is only about US, and God’s unconditional love for each of US. You are already my brother, in CHRIST. You are already my sister, in CHRIST. Do you feel our kindred connection? Are you looking for a place of worship to call home? If so, join us, TODAY! If you are worshipping with us virtually, type #kagtmembership. We are already looking for you. By typing #kagtmembership into the comments or within the chat you are helping us connect with you. Welcome to the KAGT family!

If you are worshipping with us physically, please stand and/or raise your hand. We will identify you and have someone from leadership welcome you and provide further direction. It is our privilege to call you family.

- d. Musicians during the worship experience.
- e. Dedicated lead psalmist for praise and worship.