

The Brainstorming Sheet

After you spent some time in prayer and scripture, and discovered the history of the organization, you're ready to formulate and shape your thoughts.

Write the name of your organization in the middle circle. Brainstorm by branching out and identifying as many key activities as possible. These would include groups, ministries, projects, and anything else that may come to mind. As you write include answers to questions like:

- ☐ WHY do you do this particular activity? What's the motivation?
- ☐ WHO is the key activity for? Who are you trying to reach/serve/impact?
- ☐ WHAT do you actually do during this activity?

You can also make note of:

- ☐ When you do these key activities.
- ☐ Dreams/visions of the future, or lessons from the past.

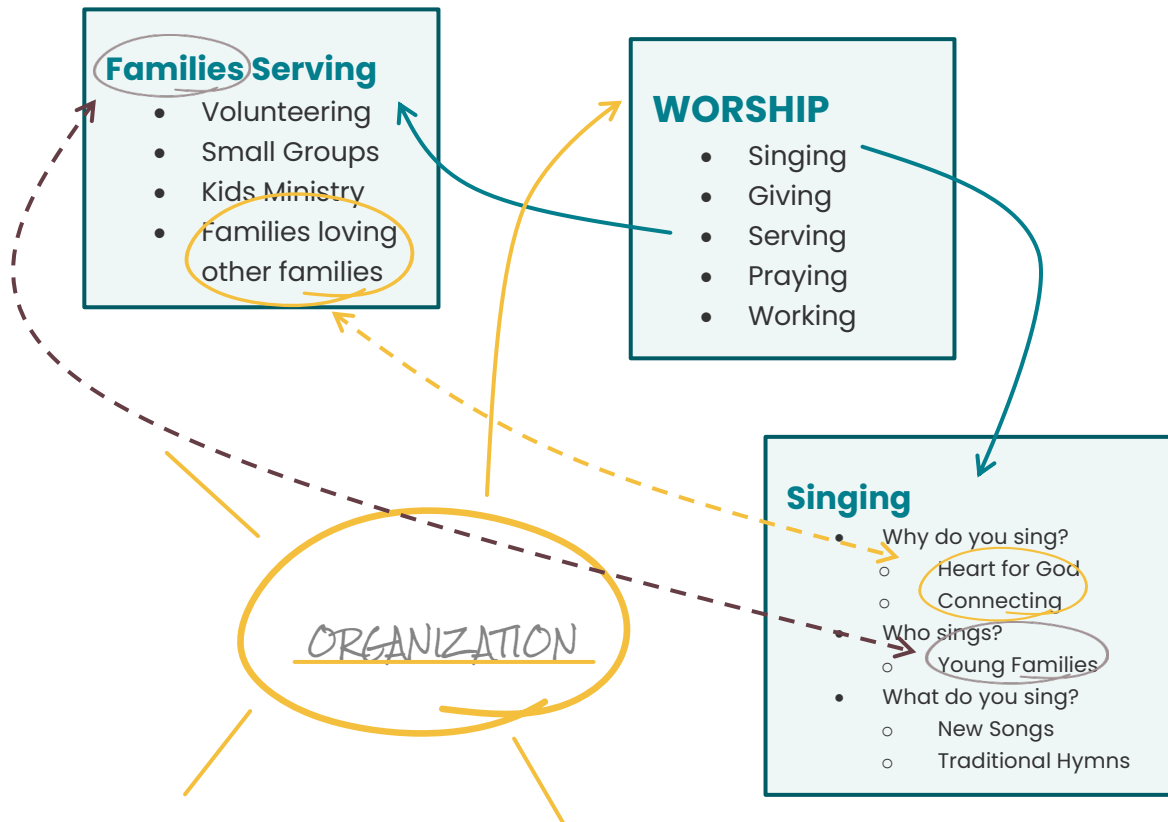
You'll need to make sure you budget a few hours for this process, as you won't want to rush through it. It's important to stay on task, but it's also important to connect all the dots that God is inspiring your organization to accomplish.

If you're not sure how this can look, check out the example on the next page. In the example, WORSHIP was the first key activity mentioned. Solid arrows show how other activities are associated with WORSHIP, and dashed lines connect similar ideas (ie. How Families could be a WHO, and how loving and serving are mentioned a couple of times).

You'll be amazed how this process will bring common passions and ideas to the surface, so you can clearly express them in your mission statement.

EXAMPLE

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Why?

Who?

What?

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