



JCTURNER CONSULTING GROUP LLC

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*A Business Plan in Every Hand® Write Your vision & Make it Plain®*

# Strategic Business Plan for [Church Name]

Buford, Georgia | Est. 1889

## Executive Summary

[Church Name] is a 136-year-old African American church in Buford, GA with a rich legacy of faith, community, and service. Despite its history, membership has plateaued at fewer than 100 individuals throughout its existence. The leadership and congregation now seek to grow to 500 active members over the next three years by modernizing operations, establishing a strong digital presence, expanding outreach, and deepening engagement with families, youth, and the broader Buford/Metro Atlanta community.

This plan outlines strategies in leadership, marketing, digital ministry, facilities, and community engagement to reposition [Church Name] as a vibrant, contemporary, and welcoming place of worship while honoring its historic roots.

## Mission Statement

To serve God and the community through worship, teaching, fellowship, and outreach—while preserving our historic legacy and creating a welcoming spiritual home for present and future generations.

## Vision Statement

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To be a thriving church of 500+ members where faith, history, and innovation intersect—equipping disciples, transforming lives, and impacting Buford and Metro Atlanta for Christ.

### Core Values

- Faithfulness to God and His Word
- Community and fellowship
- Service and outreach
- Stewardship and accountability
- Innovation rooted in tradition

### Goals & Objectives (3 Years)

1. Membership Growth
  - Increase membership from ~100 to 500.
  - Establish structured new member onboarding and assimilation programs.
2. Digital Modernization
  - Launch a professional, mobile-friendly website.
  - Create and maintain active social media accounts (Facebook, Instagram, YouTube, TikTok).
  - Introduce livestream services and digital giving platforms.

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### 3. Community Engagement

- Develop family, youth, and young adult ministries.
- Partner with local schools, nonprofits, and businesses for service projects.
- Host quarterly community events (health fairs, concerts, food drives).

### 4. Operational Excellence

- Train leadership in nonprofit management and fundraising.
- Improve financial stewardship with transparent reporting.
- Build a volunteer management system.

### 5. Facilities & Legacy

- Upgrade sanctuary technology (sound, video, livestream).
- Renovate communal spaces for youth and outreach activities.
- Preserve and highlight the 136-year history as part of Buford's cultural heritage.

## Market Analysis

### • Target Demographics:

- Young families moving into Gwinnett County.
- African American and multicultural communities seeking a historic but forward-looking church.
- Youth and young adults (ages 16–35).

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- Longtime Buford residents seeking deeper community connection.
- **Community Trends:**
  - Gwinnett County is one of Georgia's most diverse and fastest-growing counties.
  - Churches with strong digital engagement (social media, livestreaming, podcasts) are experiencing the fastest growth.
  - Millennials and Gen Z value authenticity, service-oriented ministries, and interactive worship experiences.
- **Competitive Landscape:**
  - Other historic churches in Gwinnett/Metro Atlanta that have modernized operations.
  - Megachurches with advanced digital platforms.
  - Opportunity exists for a mid-size, community-focused church that combines tradition and innovation.

## Membership Growth Strategy

1. **Digital First**
  - Hire/contract a digital ministry coordinator.
  - Relaunch website with professional design, SEO, and content strategy.
  - Launch weekly livestream on Facebook/YouTube.
  - Build a consistent posting plan (sermons, testimonies, events, historical highlights).
2. **Engagement & Retention**
  - Launch New Members Ministry with 6-week discipleship track.

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- Assign mentors/buddy system to new families.
- Create young adult fellowship and youth sports/arts programs.
- 3. Outreach
  - Community food pantry and clothing closet.
  - Annual Juneteenth cultural event tied to church history.
  - Targeted invitation campaigns (mailers, Facebook ads, local newspaper coverage).

## Operations Plan

- Year 1:
  - Hire part-time digital ministry coordinator.
  - Relaunch website and social media.
  - Launch new member program.
  - Host 3 major community events.
- Year 2:
  - Add 100 new members.
  - Establish youth and young adult ministries.
  - Upgrade sanctuary tech for livestreaming.
  - Expand partnerships with schools and nonprofits.

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- Year 3:
  - Reach 500 members.
  - Add associate pastor and part-time staff for youth ministry.
  - Secure grant funding for facility improvements.
  - Establish the church as a historic landmark and cultural hub.

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### Marketing & Outreach

- Digital Campaigns: Targeted social media ads, sermon clips, testimonials.
- Community Partnerships: Schools, nonprofits, local businesses.
- Cultural Heritage Marketing: Share the 136-year history as part of Buford's African American legacy.
- Word of Mouth: Empower members as ambassadors.

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### Financial Projections (3 Years)

Revenue (Tithes, Donations, Grants)

Expenses (Ops, Staff, Programs)

Net  
Balance

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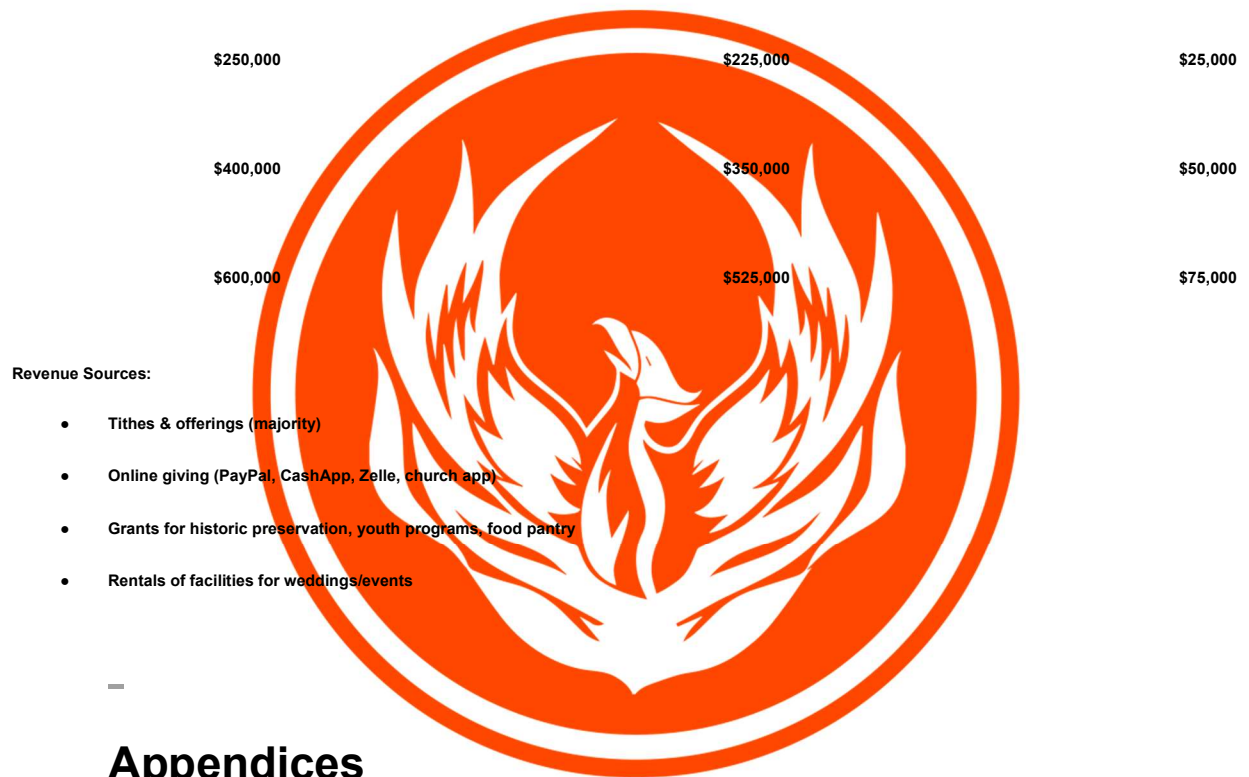
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## Appendices

- Church history timeline
- SWOT analysis

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- Sample social media calendar
- Facilities improvement plan
- 3-year membership growth chart

⚡ Next Step: I can also prepare a PDF SCORE/SBA-formatted version (like I did with the real estate plan) so it's visually polished and lender/donor-ready.

Would you like me to generate that polished PDF for the church plan?



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