

Writing Your Ministry Proposal

Sometimes the most important part of creating a ministry proposal isn't about what you write, it's about who's reading it. Learn how to channel the power of perspective and look at your written proposal through the eyes of your decision makers.

Four Questions to Ask Yourself When Writing a New Ministry Proposal

1. Does your proposal leave your leader feeling hopeful?

Often when we talk about new ministries, we approach from need or we look back on past mistakes. While being honest about tough stuff is important, if we get stuck in the negative for too long, then we risk leaving leaders feeling discouraged and hopeless. Instead, focus on opportunity. What opportunity are you presenting to the church? Where are the positives? Can you frame your proposal as being built on existing strengths? For instance, point out something that your church is already doing well, and then show how that can be expanded. Or can you find out what problem, related to your ministry, the church would like to solve, then see if there are ways for your ministry to help solve them?

2. Does your proposal identify the right obstacle?

Ask yourself, "Why isn't this ministry happening already?" Then determine if your leaders need to understand the WHY or the HOW of your proposal. Then check out our Lead from WHY and Lead from HOW Ministry Proposal Examples to learn more.

3. Is your proposal clear and measurable?

Sharing a broad vision can leave leaders confused. Make sure that your specific objective is explained and that it can be measured for success.

4. Does your proposal respect a leader's time?

Make your proposal brief, clear, and to the point. Put the proposal on one sheet if possible. If you want to include more information, add these in as separate supporting documents, such as infographics and personal story sheets. Making your proposal easy to read and understand is a big key to success.

Remember, that perspective is powerful, especially when it's God's perspective. So, as you begin your new ministry proposal journey, pray and invite God in to lead the way.