

Strategic Initiative:

A Deliberate Member-Mobilization Strategy

At JCBC, we believe deeply that every member (without exception) is called by God to serve the cause of Christ. Each is uniquely gifted to use his or her passions, gifts, and talents to glorify God in profound ways within the Body of Christ. JCBC will be known as a church that takes the empowerment of its laity seriously. Through the development of a robust and comprehensive member-mobilization ministry, every woman, man, girl, and boy will be fully empowered and truly equipped to discover and live out their God-given call.

- Goal #1: We will establish new leadership with the pastoral staff and lay volunteers for the JCBC Mobilization Ministry between January 1, 2020 and December 31, 2020, so that this new ministry area will receive the highest degree of vision, oversight, and accountability.
- Goal #2: We will develop a comprehensive and systematic member mobilization pathway by August 1, 2021, so that all members may be fully empowered and truly equipped to discover and live out their God-given call.
- Goal #3: We will establish mobilization stations in strategic locations throughout the JCBC Campus by August 1, 2021, so that members may know with certainty where to receive reliable information and resourcing for taking their next steps in faith and service.

Strategic Initiative:

A Vibrant and Growing Youth Ministry

The next era of youth ministry at Johns Creek Baptist Church will provide a sure foundation for the faith and spiritual growth of students (6th through 12th grade). The JCBC Youth Ministry will become known beyond the walls of our church as a place where all students of any background can belong. At JCBC, students will grow spiritually, emotionally, relationally, and intellectually. They will be equipped to develop a spiritual maturity and theological depth that truly prepares them to meet a lifetime of challenges. By providing a youth ministry of excellence, we will cultivate an environment that will inspire our students not only to mature in their faith, but also desire to invite their friends into the experience of this life-changing ministry.

- Goal #1: We will reinvigorate Sunday mornings experience for youth at JCBC, increasing student attendance and engagement 100% between January 1, 2020 and May 30, 2021, so that students experience a thriving atmosphere in which to grow in their faith, and are eager to bring their friends.
- Goal #2: We will strengthen the volunteer culture of the JCBC Youth Ministry, increasing our volunteer base by 25% between January 1, 2020 and May 30, 2021, so that all youth ministry needs are met by an abundance of deeply passionate, fully trained, ministry volunteers.
- Goal#3: We will redesign the facilities dedicated to youth ministry by August 1, 2022, so that the physical space where students gather from week to week is conducive to strengthening community and removing barriers to healthy and inclusive growth.

Strategic Initiative:

A Thriving Senior Adult Ministry

With the rapid growth of our 55-year-old and above population, Johns Creek Baptist Church is uniquely poised to provide an innovative and thriving ministry that impacts our community in tangible ways. JCBC will develop a robust and comprehensive senior adult ministry, to address the wide array of spiritual needs, opportunities, and abilities in this thriving demographic. We will be known in our surrounding community as a church that truly empowers and fully equips people to grow in their faith throughout every stage of the lifespan. At JCBC, older adults in our community will experience a church that understands and respects their ever-evolving spiritual, emotional, relational, and theological needs--and organizes innovative and inspiring ministries accordingly.

- Goal #1: We will establish new leadership with the pastoral staff and lay volunteers for the JCBC Senior Adult Ministry between January 1, 2020 and December 31, 2020, so that this new ministry area will receive the highest degree of vision, oversight, and accountability.
- Goal #2: We will design and implement a targeted outreach strategy to identify and attract senior adults living in our community, by August 1, 2020, so that prospective members may discover in JCBC a church uniquely equipped to meet the particular needs of older adults as they continue to grow in faith throughout the lifespan.
- Goal #3: Design strategic ministries for senior adults focused on their ever-evolving, spiritual, emotional, relational, and theological needs by December 31, 2020 so that our senior community remains fully engaged in an active and vibrant faith.

Strategic Initiative:

A Robust and Comprehensive Marketing Strategy

Johns Creek Baptist Church will be known in our region for the distinct characteristics that set our congregational life apart from the rest. Through a robust and comprehensive marketing strategy, we will communicate through each appropriate medium at our disposal, the unique congregational strengths that comprise the “JCBC experience.” Neighbors within our immediate ten-mile radius will learn of our passion for excellence in worship (in all its expressions). They will hear of the high premium we place on theological depth and diversity, as well as spiritual and intellectual openness. We will clearly communicate the passion we have for nurturing loving relationships through authentic Christian community, and our zeal for the Gospel of Christ. Through a deliberate marketing strategy, we will better “tell our story” to those who do not yet know us. Every marketing effort will be designed for the expressed purpose of encouraging our neighbors to experience JCBC personally.

- Goal #1: We will identify and prioritize a defined set of target audiences, who are not currently a part of the JCBC community, by April 30st 2020 so that they will receive pertinent and focused marketing messages and be more likely to engage.
- Goal #2: We will develop a systematic process for the creation and dissemination of provocative, target-specific content to be fully operational by August 1, 2020, so that the particular values, events and programs that comprise the JCBC experience may be communicated and understood by a wide array of distinct audiences.
- Goal #3: We will redesign and reorganize campus signage, reflecting goals of our overall marketing strategy, by August 1, 2020, so that guests who visit JCBC will experience clear and consistent messaging and direction--both externally and internally.