

STRATEGIC INITIATIVES

Strategic Initiative #1 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.

Strategic Initiative #2 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.

Strategic Initiative #3 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.

Initiative #4 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.