

The A7 Goal-Planning Chart for the Relationship-Managed Church

A1 AWARENESS

Community awareness is the objective in this stage. How will we build community awareness through media, events, or viral campaigns. Widespread *Top of the Mind* awareness is the long term goal.

A2 APPRECIATION

How will we increase the relevancy and quality of our community image. Appreciated, trusted, admired image in the community, rather than largely irrelevant?

A3 ATTRACTION

How will we on an individual and corporate level draw people into a conversation, event, or community ministry as a prelude to relationship?

A4 AFFIRMATION

How will we with every opportunity go beyond friendliness to genuine affirmation to create bonds of trust and "dream" conversations?

A5 ALLIANCE

Knowing ultimately we want partners, not members, how will we partner with unchurched people prior to fellowship and in turn, form the DNA for highly active members, partnering for community impact?

A6 ACTIVATION

How will we intentionally help people in and outside of our fellowship discover their purpose and a live it out in faith, active in their calling?

A7 APPRENTICE

How will we help active Christians become mentors and mature leaders of 'mini-movements' in the realm of their passion and expertise.
