THE GOD BRAND PROGRAM MANAGEMENT FRAMEWORK

Advance Church

Godly leaders everywhere and in every generation

Led by Bishop Bruce · Begins January 1, 2027 · Ongoing, no end date

Desired Outcome and Key Goals

God’s brand stays uncompromised through godly leaders: mature sons of God and disciples who live with integrity and credibility.

REACH

Each member cared for

Contacted and prayed for weekly by a leader

Acts 4:36

REPRODUCE

Each member involved

Serving in a ministry or project

Ephesians 4:16

RELEASE

Each member a godly leader

Praying for FRANC and BLESSing people in the marketplace

Gen. 1:26, Rom. 8:29, Matt. 28:19-20, John 17:18

BLESS: Be available. Listen. Eat with them. Serve them. Speak to them about Christ.

Structure and Roles

Role	Who	Core responsibility
Data Managers	Joyce, David	Gather data, keep the database current, report monthly
Member Care Manager	Pastors Chip & Nancy	Make sure every member has a Barnabas
Barnabas Group	Church leaders	Connect with and pray for members weekly
Ministry Leaders, Guest Services	Pastor Dale (oversight)	Plan, equip and evaluate; welcome and follow up within 24 hours
Senior Leadership	Bishop Bruce	Cast and reinforce vision
Ministry Board and Elders	Board and Elders	Sound administration; Biblical standards

Communication

Message	Audience	Channel	Frequency	Owner
Leader care and vision	Leaders	Live meeting	Monthly	Bishop Bruce
Announcements	All stakeholders	Email, screens, Subsplash	Weekly	Minister Dottie
Vision casting	Advance Family	Gatherings, email	Weekly	Bishop Bruce
Member care	Advance Family	Phone, gatherings	Ongoing	Leaders
Content for the world	The World	Social media, YouTube, website	Daily	Danni / EKB
Public relations	Media	Media outreach	As needed	Sharon & Sherri

Processes and Workflows

Welcome and Care

Guest follow-up, new member onboarding, joining a ministry, member requests, counseling

Carol, Dottie, Pastors

Growth

New believers discipleship, ministry training, ordinations, leaving the church

Pastors Nancy, Dale, Bishop

Operations

Budgeting, contribution statements, buildings, legal, disaster planning, Sunday execution

Bishop, Dottie, Elders, Pastor Dale

Outreach and Events

Community outreach, missions, retreats, anniversary, fellowship dinners, guest speakers

Pastor Chip, Carol, Sharon

Ministries and Care

Worship, drama and arts, intercession, children and teens, crisis and end-of-life care

Ministry leaders, Mothers

Processes and Workflows: Full List (1 of 3)

Process	Owner
Yearly & Long-term Strategic Planning	Bishop / Pastors
Guest Welcome and Follow-up	Carol
New Believers Discipleship	Pastor Nancy
New Member Onboarding	Bishop / Dottie
Joining a Ministry	Pastor Dale
Responding to Member Requests for Personal Assistance	Dottie
Responding to Leader Requests for Ministry Activity $$	Dottie
Church-wide Budgeting	Bishop

Process	Owner
End of Year Contribution Statements	Dottie
Community Outreach (including evangelism)	Pastor Chip
Meetings with Bishop	Carol
Children and Teen Ministry	Lady Steph
Young Adult Sunday	Abi
Ministry-related Financial Requests	Dottie
Ministry Training	Pastors

Processes and Workflows: Full List (2 of 3)

Process	Owner
Ordinations	Bishop
Legal Issues	Pastor Chip
Disaster Planning	Nancy & PD
Leaving the Church	Pastor Dale
Church Discipline	Elders
Building and Grounds Management	Elder Bacon
Operations Oversight / Sunday Morning Execution	Pastor Dale
Receive Counseling	Nancy

Process	Owner
Special Event Planning	Carol
Intercessory Prayer	Minister Regina
Drama & Arts	Minister Belinda
Worship in Singing Ministry	Crystal
Worship in Music Ministry	Elder Kevin
Bishop’s Support (adjunct)	Ricky
Premarital Counseling	Montiers

Processes and Workflows: Full List (3 of 3)

Process	Owner
Technology Planning and Implementation	TBD
Social Media Marketing (website and all channels)	Danni
Conflict Resolution	Elders
Church Anniversary	Sharon
Family Crisis or Celebration Ministry	Lisa / PN / Iris
Pastor Appreciation	Carol & NB
Request for Church Space	Dottie
Fellowship Dinners	Carol

Process	Owner
Inviting Guest Speakers	Dottie / PB
Inviting People to Church	All
Missions	TBD
Retreats	TBD
Building Fund	PD
End of Life	Mothers
Ministry to the Sick	Mothers / Elders

Evaluation and Feedback

Reviewed in the monthly meeting, first Saturday of every month

90%	70%	80%	50%
Members cared for	Serving in a ministry	Praying for FRANC	Practicing BLESS
50%	70%	50%	1%
Discipling others	Tithing last month	First-time guests who return	Growth in new members

Celebration and Gratitude

Milestone	How we celebrate	Owner
Person receives Christ	Acknowledged in service, “birth” certificate	Minister Regina
Person joins Advance Family	Acknowledged in service	Minister Dottie
Member begins discipling	Acknowledged in service	Abi
Finishes New Members Class	Certificate and The God Brand book	Pastor Dale
Leads someone to Jesus	Acknowledged, first-time gift	Montiers
Church anniversary	Live event, 2nd week of July	Montiers
Project milestones and completion	Handouts, victory flags, web and announcements	Ministry leaders

Reflection and Closeout

Spiritual Reflection

A living log of prompts, scripture and takeaways, updated as the team learns and acts.

Closeout

Not applicable. We intend that the church will never be closed.

Strategy Discussion Questions

1. Who will we become?
2. What is our value to our target audience?
3. What do we want them to become?
4. What can we do to help them become that?
5. Plus, Minus, Next