

# Thoughts on Mission Statement and Why Mission Statement Matters

John He  
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# Fun with the Bible - Spiritual Brain-Twister

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**3** And God said, “Let there be light,” and there was light. **4** God saw that the light was good, and he separated the light from the darkness. **5** God called the light “day,” and the darkness he called “night.” And there was evening, and there was morning—the first day.” (Genesis 1:1-5)

# Fun with the Bible - Spiritual Brain-Twister

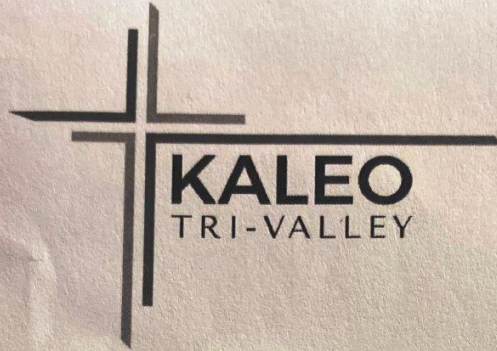
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**A:** time, space, matter, and light

# Why Am I Interested in Mission Statement?



## KALEO Mission Statement

- A mission statement is our fundamental purpose. Why do we exist?
- KALEO's Mission Statement: We exist to connect the gospel to people, people to community, and community to mission.

# Why Am I Interested in Mission Statement?

 三谷華人聖經教會  
Tri-Valley Chinese Bible Church

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## 我們的使命(Mission)

1. 同心敬拜神 (Worship)
2. 傳福音 (Gospel)
3. 造就門徒 (Make disciples )

太 28:19-20 所以，你們要去，使萬民作我的門徒，奉父、子、聖靈的名給他們施洗。凡我所吩咐你們的，都教訓他們遵守，我就常與你們同在，直到世界的末了。

# Why Am I Interested in Mission Statement?

- I feel that something is missing in the two mission statements.
- I asked myself a question: what shall a good mission statement look like?

# Case Study #1: Costco Vs. Walnut

## Mission Statement

<b>Costco</b>	<b>Walmart</b>
“to continually provide our members with quality goods and services at the lowest possible prices.”	“to save people money so they can live better”

# Case Study #1: Costco Vs. Walnut

## Financials

	<b>Costco</b>	<b>Walmart</b>
Market Cap	\$393 Billion USD	\$563 billion USD
Employees	316,000	2.1 millions
Store locations	859	10,500

# Case Study #2: In-N-Out Vs. McDonald

## Mission Statement

<b>In-N-Out</b>	<b>McDonald</b>
“Providing the freshest, highest quality foods and services for a profit”	“to make delicious feel-good moments easy for everyone”

# Case Study #2: In-N-Out Vs. McDonald

## Financials

	<b>In-N-Out</b>	<b>McDonald</b>
Revenue	\$1.8 billion USD	\$6.2 billion USD
Employees	27,000	337,000
Store locations	417	41,822

# Observations about Mission Statement

- Mission statement = What you do + What benefits you offer.

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“to continually provide our members with quality goods and services at the lowest possible prices.”	“to save people money so they can live better”

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- Mission statement = What you do + What benefits you offer.
- The benefits should be expressed as specific and precise as possible. In other words, avoid to express the benefits using abstract or “empty” words.
- An effective mission statement should be easy to understand and to make its readers feel related to.

# What would be Jesus' Mission Statement

- The church is the body of Jesus Christ.
- The church's mission should be the same as the mission of Jesus Christ.

## Colossians 1:18

"And he is the head of the body, the church; he is the beginning and the firstborn from among the dead, so that in everything he might have the supremacy."

# What would be Jesus' Mission Statement

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# What would be Jesus' Mission Statement

- The church is the body of Jesus Christ.
- The church's mission should be the same as the mission of Jesus Christ.
- Which bible verse(s) can be best served as Jesus' mission statement?

# The Mission Statement of Jesus Christ

## John 10:10

“The thief comes only to steal and kill and destroy; I have come that they may have life, and have it to the full”

# Let's exam 50 examples of church mission statements

<https://www.churchrelevance.com/2013/03/28/50-examples-of-church-mission-statements/>

# 50 Examples of Church Mission Statements

- Calvary Chapel (Ft. Lauderdale, FL): Making Disciples (2 words)
- Westover Hills (San Antonio, TX): Making New, Making Great (4)
- The Rock (San Diego, CA): Save, Equip, and Send (4)

# 50 Examples of Church Mission Statements

- City on a Hill (Melbourne, Australia): Know Jesus and Make Jesus Known (6)
- Highpoint Church (Memphis, TN): Love God, Love People, Make Disciples (6)
- Christ Church of the Valley (Peoria, AZ): To reach the valley for Christ (6)

# 50 Examples of Church Mission Statements

- The Church of the Resurrection UMC (Leawood, KS): To Know, Love and Serve God (6)
- Celebration Church (Jacksonville, FL): Leading people to experience a God-First Life (7)
- Southeast Christian Church (Louisville, KY): Connecting people to Jesus and one another (7)

# 50 Examples of Church Mission Statements

- Red Rock Church (Littleton, CO): We exist to make Heaven more crowded (7)
- Missio Dei Church (Cincinnati, OH): Establish and multiply gospel-centered, city-focused, church communities (7)
- Fellowship Church (Grapevine, TX): To Reach Up, Reach Out, and Reach In (8)

# 50 Examples of Church Mission Statements

- Emmanuel Church (Brighton, England): Helping people find their way back to God (8)
- Prism Church (Pasadena, CA): To revive believers, reach friends, and renew culture (8)
- Community Christian Church (Naperville, IL): Helping people find their way back to God (8)

# 50 Examples of Church Mission Statements

- **Brooklyn Tabernacle (Brooklyn, NY):** A church for worshipping God and loving others (8)
- **Eaglebrook Church (White Bear Lake, MN):** Empowered by God to reach others for Christ (8)
- **Granger Community Church (Granger, IN):** Helping people take their next step toward Christ...together (9)

# 50 Examples of Church Mission Statements

- East 91st Street Christian Center (Indianapolis, IN): To help people take their next steps with Jesus (9)
- LifeChurch.tv (Edmond, OK): To lead people to become fully devoted followers of Christ (10)
- National Community Church (Washington, DC): To make the name of Jesus famous in our generation (10)

# 50 Examples of Church Mission Statements

- North Point Community Church (Alpharetta, GA): To lead people into a growing relationship with Jesus Christ (10)
- Spanish River Church (Boca Raton, FL): To lead people into an authentic, life-changing relationship with Jesus Christ (11)
- Glad Tidings (Omaha, NE): A church where anyone can be transformed by the story of Jesus (12)

# 50 Examples of Church Mission Statements

- Central Christian Church (Henderson, NV): We exist to introduce people to Jesus and help them follow Him (12)
- Austin Stone Community Church (Austin, TX): To love God, love the church, love the city, and love the nations (13)
- Elevation Church (Matthews, NC): We exist so that people far from God will be raised to life in Christ (15)

# 50 Examples of Church Mission Statements

- Seacoast Church (Mt Pleasant, SC): To help people find God, grow their faith, discover their purpose, and make a difference (15)
- Biltmore Baptist (Arden, NC): We exist to glorify God, by making disciples that reach up, reach in, and reach out (16)
- Church of the Highlands (Birmingham, AL): We're here to help people know God, find freedom, discover their purpose, and make a difference (16)

# 50 Examples of Church Mission Statements

- **Gateway Scottsdale (Scottsdale, AZ):** Helping every person believe in Jesus, belong to a family, become a disciple and build His kingdom (17)
- **Potential Church (Cooper City, FL):** To partner with people to reach their God potential, in order to impact our world for good (17)
- **Dream City Church (Phoenix, AZ):** To lead people into a fully-devoted relationship with Jesus Christ by loving people, cultivating community, and inspiring hope (18)

# 50 Examples of Church Mission Statements

- The Potter's House (Dallas, TX): We are the voice and the hand that encourages people to change their lives with hope, comfort, and peace (19)
- Gateway Church (Southlake, TX): To help each person at Gateway believe in Jesus, belong to family, become a follower, and build God's kingdom. (19)
- Perimeter Church (Duluth, GA): To make and deploy mature and equipped followers of Christ for the sake of Family, Community and Global Transformation (19)

# 50 Examples of Church Mission Statements

- Coral Ridge Presbyterian Church (Ft Lauderdale, FL): We equip our people to develop a Biblical worldview, share the Gospel, build healthy relationships, transform communities, and renew culture (20)
- Mosaic Church (Hollywood, CA): To be a church that lives by faith, is known by love, and is a voice of hope to the world (21)
- Glide (San Francisco, CA): To create a radically inclusive, just and loving community mobilized to alleviate suffering and break the cycles of poverty and marginalization (21)

# 50 Examples of Church Mission Statements

- **Mars Hill (Grandville, MI):** Living out the way of Jesus in missional communities, announcing the arrival of his kingdom, working for measurable change among the oppressed (22)
- **Woodlands Church (The Woodlands, TX):** To help people experience Christ rather than man's creation of religion, so they can grow strong in Christ and take the Christ experience to the world (26)
- **Hillsong (Sydney, Australia):** To reach and influence the world by building a large Christ-centred, Bible-based church, changing mindsets and empowering people to lead and impact in every sphere of life (27)

# 50 Examples of Church Mission Statements

- **James River Assembly (Ozark, MO):** Our mission is to help lead people into a growing relationship with Jesus Christ by creating a dynamic environment for authentic worship and effective communication while developing genuine community with each other (32)
- **Redeemer Presbyterian Church (New York, NY):** To build a great city for all people through a gospel movement that brings personal conversion, community formation, social justice and cultural renewal to New York City and, through it, to the world (33)

# 50 Examples of Church Mission Statements

- **Christ Fellowship (Miami, FL):** Our mission is to make fully devoted followers of Christ. We want to be a part of witnessing lives saved by the grace and truth of Jesus Christ and helping believers grow as disciples. (34)
- **The Journey (St Louis, MO):** We are a diverse community centered on Jesus Christ, seeking to wholly enjoy His grace, faithfully embody His love for one another, and boldly engage our culture with His truth, from our neighborhoods to the nations (36)

# 50 Examples of Church Mission Statements

- **New Hope Christian Fellowship (Honolulu, HI):** To present the Gospel of Jesus Christ in such a way that turns non-Christians into converts, converts into disciples, and disciples into mature, fruitful leaders, who will, in turn, go into the world and reach others for Christ (38)
- **Prestonwood Baptist Church (Plano, TX):** To glorify God by introducing Jesus Christ as Lord to as many people as possible and to develop them in Christian living using the most effective means to impact the world, making an eternal difference in this generation (38)

# 50 Examples of Church Mission Statements

- **Cornerstone Church of San Diego (National City, CA):** Turning the hearts of youth and families to God and each other. Developing our God-given potential in order to win in every area of our lives. Advancing the Kingdom of God, first throughout our circles of influence, then the nations abroad (40)
- **Second Baptist Church (Houston, TX):** “Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you; and lo, I am with you always.” Matthew 28:19-20 (42)

## Summary

- None of the 50 church mission statements effectively describe the benefits of a church.
- None of the 50 church mission statements match well to John 10:10
- They focus on the means to achieve the benefits, but not the benefits themselves.

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- They focus on the means to achieve the benefits, but not the benefits themselves.
- Could this be a reason that people are leaving churches?

# Summary

- Should every church have the same mission statement, Jesus's mission statement, which is John 10:10?

Unexpectedly, I did find one local Chinese church in the San Francisco Bay Area that has its mission statement aligned well to John 10:10

# 中華歸主北东湾教会

Chinese for Christ North East Bay Church

🔒 cfcnebc.org

我们教会的愿景就是面向社区，将上帝介绍给更多的华人同胞，让人知道其实基督信仰与我们每日的生活息息相关，而且可以使人过一个更丰盛的人生，活得精彩有滋味。如果您已经是基督徒却还没有参加任何教会，或是虽然您还不是基督徒，但却有心探求真理、寻找上帝，我们都非常欢迎您的加入。

## 我们聚会的时间如下：

- 主日崇拜每週日早上11:00在教会。
- 主日崇拜每週日早上11:00有 YouTube 现场直播  
<https://www.youtube.com/@cfcnebcchurch5109/streams>
- 祷告会：每月第一周日午餐后在教会
- 各团契有查经聚会，详情请察看本教会网页

教会地址：801 Park Central St, Richmond, CA 94803

電話：510-402-5402

電郵：[admin@cfcnebc.org](mailto:admin@cfcnebc.org)

顾问牧师：黃嘉松

"Our vision (mission) is to introduce our Lord to the Chinese community, let people understand that believing in Christ is affecting our daily life and will give us an abundant, and exciting life."

If I Were to Write a Mission Statement for a Church

What would I write?

# If I Were to Write a Mission Statement for a Church

I would write it as:

*"This church exists to spread the gospel about the way, the truth and the life so that people may have life, the best possible life."*

**John 14:6+John 10:10**

(Who Jesus is + What benefits Jesus offers)

If I Were to Write a Mission Statement for Myself

What would I write?

# If I Were to Write a Mission Statement for Myself

I would write it as:

*"I live by seeking and believing in Jesus who is the way, the truth and the life so that I may have life, the best possible life."*

A mission statement is a short sentence, but it can make big differences.

## Matthew 6:10 (Lord's Prayer)

“your kingdom come, your will be done, **on earth** as it is in heaven.”

We set our minds on heaven so that we may  
have the most fulfilling life on earth.

**The End**

**Thank You!**