# Pastoral Vision and Mission

What are we here for as church, what is our religious assignment, what our personal mission?

## Ecclesiopreneurship Canvas

**for Church Development and Pastoral Innovation**

### Pastoral Vision and Mission

- **Who are the most important partners for the successful execution of our concept?**

### Key Partners

**What are the most important partners for the successful execution of our concept?**

### Key Activities

**Which activities are indispensable for delivering the promised value to our users?**

- In short: What must we be able to do well?

### Value Proposition

**What value, benefit, kind of product/service do we provide?**

- What pastoral impact do we offer to achieve?
- Hint: Your concept will only work if you serve a user’s need or solve a user’s problem!

### User Relationships

**What kinds of relationships do our targeted users expect from us?**

### Channels

**Which communication and/or delivery channels are expected by our target users? How is our service delivered best?**

### Key Resources

**Which are the indispensable resources to provide our users value through our key activities?**

### Revenue Streams

**For what and how much might our users be willing to give?**

- What/how much have been giving so far?
- > time / talent / treasure / reputation / confidence…

### Cost Structure

**What are the most important cost factors? What key activities and resources cost the most?**

- + personnel
- + material resources
- + financial resources
- + time, talent, treasure

### User Segments

**Whom are we going to serve with our new church start, our pastoral initiative, our fresh expression of church?**

This canvas is a tool for church development and pastoral innovation, helping to visualize and strategize the key aspects of a church’s mission and vision.