

Step 3

APPLY PLANNING PROCESS *Apply the SNOPEs planning process or a similar process with which you are more comfortable, whether adding or improving a ministry.*

Now that each existing program, activity or event that needs improvement has been evaluated, the SNOPEs planning process can be applied to develop an effective means of implementing desired change. The acronym SNOPEs stands for Scope, Needs, Objectives, Program, Evaluation and Schedule. These words represent the steps in the planning process in order of implementation. One additional step should be added at the end, not included in the acronym. That step is Budget. This process has been taught by Campus Crusade for Christ as part of their training in ministry management.

SNOPEs:

Scope
Needs
Objectives
Program
Evaluation
Schedule

Scope

First, establish the boundaries of the program's focus, and consider any constraints and parameters that should influence decision-making. The following are some questions to ponder in determining the scope of the planning:

What ministry program are you seeking to improve or add?

For what church and congregation is it designed?

Who is your primary audience for the program?

Are any secondary audiences influenced by the changes you are about to make or the program you are about to add?

Are any related ministry programs affected by the changes made or the program added?

Are there certain convictions, commitments or circumstances that should shape the added program or changes made to an existing program, such as:

- ~ Related Biblical precedents and principles*
- ~ Your philosophy of ministry and core values*
- ~ History and traditions of your local church*
- ~ Denominational and local church doctrine and policies*
- ~ Cultural values and dynamics*

Needs

Next, list the needs for change developed as a result of evaluating the existing ministry program under consideration or a comprehensive list of needs to be met by the new program being added. For example, one statement of need resulting from the evaluation of the worship service might be, "We need to provide as many of our first-time visitors as possible with directions to our church before they attempt to come."