

Characteristics of a good ward mission plan

1. Targets goals that are broadly understood, measurable, and achievable, given the capacities of those responsible for the plan. Two good goals are:
 - a. Increase sacrament meeting attendance to a specific, higher level, and
 - b. A targeted number of people that members will find for the missionaries to teach.
2. Describes a set of initiatives, actions and activities that:
 - a. Plausibly will lead to achieving the goals
 - b. Involve each priesthood quorum and auxiliary
 - c. Give clear guidance about what must be done, and who will do it
 - d. Whenever possible, brings a missionary purpose to things the members already are doing
 - e. Commits ward leaders to lead by example
3. A monthly mechanism for the ward council to return and report to itself, and hold itself accountable for achieving its goals

Pitfalls to avoid in creating and implementing a ward mission plan

1. Don't let the ward mission leader or bishop draft the plan. If the ward council develops the plan together, they will understand its purpose and be more committed to implementing it.
2. Don't rely on others to lead by example. Ward council members must set personal missionary goals first, and then set goals for the ward. They must lead by example.
3. Don't write the plan, put it in a binder, and never use it. Measure your progress towards your goals every month. Keep improving your plan as needed to achieve your goals.
4. Avoid vague statements of broad intentions. Be as specific as possible about what you will do, when you will do it, and who is responsible.
5. Avoid attempting to motivate members to share the gospel by making them feel guilty. Create a plan to inspire them to share the gospel.

A ward mission plan consists of several activities, initiatives or actions that will inspire and help members to share the gospel more often and more effectively. The following table shows examples of elements of a vague ward mission plan on the left, and a clear, strong plan on the right. These initiatives are provided here simply for illustration, and not to suggest that every unit must do all of these things.. Ward council members should formulate elements of a plan that are appropriate for their ward.

<u>Vague, Weak Plan</u>	<u>Clear, Strong plan</u>
We will encourage members to bring non-member friends to church.	The executive secretary will invite those he assigns to speak in sacrament meeting to bring at least three non-member acquaintances to that meeting.
We will lead by example.	In each fast & testimony meeting, at least two ward council members will speak of a recent inspiring missionary experience.
We will pray for the missionaries.	We will pray in every meeting for God to help us find people for the missionaries to teach. Each priesthood and auxiliary leader will remind those they call upon to pray to do this.
We will teach our children to share the gospel.	The primary presidency will invite the family of each child being baptized to invite the families of the child's friends to the baptismal service, and to have the child speak about baptism at that service.
We will become better-known in our community.	We will cause articles about a church activity or church members to be published at least once each month in the community newspaper.
We will involve non-members in service opportunities.	Each month, the Relief Society Enrichment Night Leader will invite a non-member acquaintance of a ward member to teach a mini-class.
We will focus on reactivation.	Every Sunday, priesthood and auxiliary leaders will list the names of members who could have come to church, but didn't. They will personally contact each of those people that day, saying that we missed them, hope they're not ill, and asking if they'll be able to come next week.
No mechanism for follow-up	We will return and report to ourselves monthly in ward council. The ward mission leader will report our progress vs. our goals, and we will explore what more we can do to keep on track to achieving our goals.

