



HOMEWORK 5: RESOURCES

What are Resources?

Resources are all of the things of value that will be used to implement your **MARKETING PLAN**. They include finances, people and facilities.

Resources

- **Are limited.** There is a definite quantity of resources that are available so you must determine how you want to use them.
- **Need to be managed.** To be effective, your church must determine how they will use resources so they are invested toward your vision.

How does understanding your Resources impact your MARKETING PLAN?

They determine feasibility of your **MARKETING PLAN'S** goals. To accomplish goals you must invest money, people and facilities. Knowing your available resources will help you determine if your goals are realistic and achievable.

Example:

A church with two staff members and 100 people in attendance will set goals achievable by that many people.

They help you decide how to allocate resources toward your **MARKETING PLAN'S** goals.

Example:

A church with a small amount of money will direct its marketing toward relational development tactics as opposed to TV commercials.

They make sure your resources are mobilized toward reaching your **MARKETING PLAN** goals. The better you know how resources are being directed, the better you can keep them focused on the goals and not wasted on competing priorities.

Read/Review/Respond

Read:

What do we sacrifice if we say "yes" to too many things? Does our impact suffer?

If we don't want to sacrifice those things, what do we say "no" to? Keep in mind that, most likely, you will be saying "no" to marketing opportunities that could be very good. But by doing so, you can do other things VERY well and have greater impact.

Review:

Gather information that reveals how the following limited resources are allocated in your current situation.

- Budget (Where do you spend money?)
- Personnel (Where do your people focus their time?)
- Facilities Usage (What types of activities take place in your building/campus?)
- Communications Emphasis (What types of things do you emphasize through verbal, print and e-communication?)

The Marketing Coordinator should review the chart below for resources (they are listed down the left column and current objectives across the top).

Example:

	Admin.	Outreach - Adults	Outreach - Youth	Spiritual Growth - Adults	Spiritual Growth - Youth	Missions	Week end Wor- ship	Misc
Budget	X%	X%	X%	X%	X%	X%	X%	X%
Personnel	X%	X%	X%	X%	X%	X%	X%	X%
Facilities Usage	X%	X%	X%	X%	X%	X%	X%	X%
AVG	X%	X%	X%	X%	X%	X%	X%	X%

Respond:



Review the data in light of your church's values/vision. Ask yourself the following questions and write your observations in the workbook spaces below:

- What does your resource allocation communicate about your church?
- Do your resources point you in the direction toward seeing your vision become a reality?
- In light of new objectives you have set, how will you reallocate resources?

"Knowing your purpose focuses your life (your church). It concentrates your effort and energy on what's important. You become more effective by being selective.

"The power of focusing can be seen in light. Diffused light has little power or impact, but you can concentrate its energy by focusing it. With a magnifying glass, the rays of the sun can be focused to set grass on fire. **When light is focused even more as a laser beam, it can cut through steel.**

"If you want your life (your church) to have impact, focus it! Stop dabbling. Stop trying to do it all. Do less. Prune away even good activities and do only that which matters most."

Rick Warren
The Purpose Driven Life