



7 Reasons to Master Plan Now

1

Create a Vision

Share your vision for growth, ministry expansion and community outreach through a Master Plan that can help motivate, captivate and revive your church family by effectively communicating its ultimate goals and true potential.

2

Establish a Common Agenda

Identifying the assets and needs of your church family and community in advance makes for a smooth ride later. In the case of divided leadership or less-experienced committees, a Master Plan can serve as a clear guide for decision-making from concept to completion.

3

Develop a Strategic Plan

Take a professional approach to sophisticated facilities management by Master Planning your campus for current and future buildings. In addition to customizable, flexible design, a Master Plan includes financial evaluations and site analysis that will help strategically guide your church's ministry growth and structural expansion.

4

Define your Fiscal Responsibilities

Practicing good stewardship is automatic, via responsible Master Planning that will give you the tools and knowledge to increase the efficiency of your buildings and entire campus through project visioning that includes a life cycle cost analysis for maximum building and systems performance.

5

Jump-start Capital Campaigns

Get people excited! Showing your members a rendering of what your campus could look like makes your project visible, viable and relative, which helps inspire the kind of goal-oriented giving that will get your project off the page and on the ground.

6

Maximize Property Potential

Skillful, efficient design and site planning through a professional Master Plan will reveal just how much can be done with your property. You might not need as much land as you thought! And Master Planning can also accentuate natural characteristics like water features, park settings and striking views, making the most out of the natural beauty of your environment.

7

Facilitate Future Growth

A Master Plan is your road map for future opportunities. Identifying and resolving future challenges now means that you and your congregation won't be held back when the time is right for expansion.