

Sample Church Mission & Vision Statements

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March 28, 2013 by Craig Van Korlaar

What is the difference between a mission statement and a vision statement? *TopNonprofits.com* distinguishes them this way:

- **Mission Statement (What You Do):** A one-sentence statement describing the reason an organization or program exists and used to help guide decisions about priorities, actions, and responsibilities.
- **Vision Statement (Desired End-State):** A one-sentence statement describing the clear and inspirational long-term desired change resulting from an organization or program's work.

For this list, we'll look at 50 church mission statements collected from churches notable for their size, influence, or communications ability.

General Findings

- The best mission statements are **clear, memorable, and concise**.
- Church mission statements are often much **too long to remember**.

50 Example Mission Statements [[Mark D's note: I would ignore any longer than 10-15 words]]

1. [City of Grace \(Phoenix, AZ\)](#): Loving people to life (4 words)
2. [Westover Hills \(San Antonio, TX\)](#): Making New, Making Great (4 words)
3. [The City Church \(Kirkland, WA\)](#): To show you who Jesus is (6 words)
4. [Biltmore Baptist \(Arden, NC\)](#): Making disciples of Christ (4)
5. [Calvary Chapel \(Ft. Lauderdale, FL\)](#): Making Disciples (2)
6. [Church of Christ the King \(Brighton, England\)](#): In Brighton. For Brighton (4)
7. [City on a Hill \(Melbourne, Australia\)](#): Knowing Jesus & Making Jesus Known (6)
8. [Mars Hill \(Seattle, WA\)](#): To plant churches and make disciples (6)
9. [Christ Fellowship \(Miami, FL\)](#): To make disciples of all nations (6)
10. [Fellowship Church \(Grapevine, TX\)](#): To Reach Up, Reach Out, and Reach In (8)
11. [Highpoint Church \(Memphis, TN\)](#): Love God, Love People, & Make Disciples (7)
12. [Elevation Church \(Matthews, NC\)](#): To see those far from God raised to life in Christ (11)
13. [Celebration Church \(Jacksonville, FL\)](#): Leading people to experience a God-First Life (7)
14. [Prism Church \(Pasadena, CA\)](#): To revive believers, reach friends, and renew culture (8)
15. [Community Christian Church \(Naperville, IL\)](#): Helping people find their way back to God (8)
16. [Southeast Christian Church \(Louisville, KY\)](#): Connecting people to Jesus and one another (7)
17. [Church of the Highlands \(Birmingham, AL\)](#): Reaching people with the life-giving message of Jesus (8)
18. [Seacoast Church \(Mt Pleasant, SC\)](#): We exist to help people become fully devoted followers of Christ (11)
19. [Mosaic Church \(Hollywood, CA\)](#): To Live by Faith, To be Known by Love, and to be a Voice of Hope! (16)
20. [Glad Tidings \(Omaha, NE\)](#): To lead all people from all backgrounds to real transformation in Christ (12)
21. [LifeChurch.tv \(Edmond, OK\)](#): To lead people to become fully devoted followers of Christ (10)
22. [Granger Community Church \(Granger, IN\)](#): Helping people take their next step toward Christ...together (9)

23. [Red Rock Church \(Littleton, CO\)](#): To connect with God, connect with others, and connect others with God (12)
24. [Spanish River Church \(Boca Raton, FL\)](#): Loving God, loving people, and making disciples of Jesus everywhere we go (12)
25. [Central Christian Church \(Henderson, NV\)](#): To connect the unconnected to Christ and together pursue full devotion to him (13)
26. [Crossroads Community Church \(Cincinnati, OH\)](#): We are the “living letters” God uses to communicate his love to our city (14)
27. [Coral Ridge Presbyterian Church \(Ft Lauderdale, FL\)](#): We exist to declare and demonstrate the liberating power of the Gospel (12)
28. [The Journey \(St Louis, MO\)](#): Growing Disciples. Starting Churches. Giving of yourself sacrificially to expand God’s kingdom (12)
29. [Gateway Scottsdale \(Scottsdale, AZ\)](#): Helping every person believe in Jesus, belong to family, become a disciple and build His kingdom (16)
30. [East 91st Street Christian Center \(Indianapolis, IN\)](#): To become an equipping and mobilizing church that transforms our world for Jesus Christ (14)
31. [The Potter’s House \(Dallas, TX\)](#): We are the voice and the hand that encourages people to change their lives with hope, comfort and peace (19)
32. [Brooklyn Tabernacle \(Brooklyn, NY\)](#): To spread the Gospel in our community by reaching out in love and respect to people from every nation (19)
33. [Glide \(San Francisco, CA\)](#): Supporting and uplifting the disenfranchised through unconditional love, acceptance and respect for over four decades (15)
34. [Austin Stone Community Church \(Austin, TX\)](#): To be a New Testament church existing for the supremacy of the name and purpose of Jesus Christ (18)
35. [Potential Church \(Cooper City, FL\)](#): Partnering with people to reach their God potential, as they connect with God, become like Christ and influence their world (20)
36. [The Rock \(San Diego, CA\)](#): Save, Equip, and Send out a highly motivated ARMY of believers who engage every segment of society while remaining true to our DNA (23)
37. [Christ Church of the Valley \(Peoria, AZ\)](#): To WIN people to Jesus Christ, TRAIN believers to become disciples, and SEND disciples out to impact the world (19)
38. [The Church of the Resurrection UMC \(Leawood, KS\)](#): To build a Christian community where non-religious and nominally religious people are becoming deeply committed Christians (16)
39. [Missio Dei Church \(Cincinnati, OH\)](#): We are a community of believers located in the urban core of Cincinnati, joining Jesus in His mission to redeem the people in our city (25)
40. [Woodlands Church \(The Woodlands, TX\)](#): To help people experience Christ rather than man’s creation of religion, so they can grow strong in Christ and take the Christ experience to the world (26)
41. [Mars Hill \(Grandville, MI\)](#): To live out the way of Jesus in missional communities and announce the arrival of His Kingdom by working for measurable change among the oppressed (25)
42. [National Community Church \(Washington, DC\)](#): To address poverty by assisting the poor, address disease by caring for the sick and address brokenness by transforming through reconciliation (21)
43. [Hillsong \(Sydney, Australia\)](#): To reach and influence the world by building a large Christ-centred, Bible-based church, changing mindsets and empowering people to lead and impact in every sphere of life (27)
44. [Gateway Church \(Southlake, TX\)](#): To bring people to Jesus and membership in his family, develop them to Christlike maturity, and equip them for their ministry in the church and life mission in the world, in order to magnify God’s name.” (36)

45. [Redeemer Presbyterian Church \(New York, NY\)](#): To build a great city for all people through a gospel movement that brings personal conversion, community formation, social justice and cultural renewal to New York City and, through it, to the world (33)
46. [James River Assembly \(Ozark, MO\)](#): Our mission is to help lead people into a growing relationship with Jesus Christ by creating a dynamic environment for authentic worship and effective communication while developing genuine community with each other (32)
47. [New Hope Christian Fellowship \(Honolulu, HI\)](#): To present the Gospel of Jesus Christ in such a way that turns non-Christians into converts, converts into disciples, and disciples into mature, fruitful leaders, who will in turn go into the world and reach others for Christ (38)
48. [Second Baptist Church \(Houston, TX\)](#): "Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy spirit, teaching them to observe all that I commanded you; and lo, I am with you always." Matthew 28:19-20" (42)
49. [North Point Community Church \(Alpharetta, GA\)](#): To lead people into a growing relationship with Jesus Christ." We accomplish our mission by creating environments where people are encouraged and equipped to pursue intimacy with God, community with insiders, and influence with outsiders (35)
50. [Cornerstone Church of San Diego \(National City, CA\)](#): Turning the hearts of youth and families to God and each other. Developing our God-given potential in order to win in every area of our lives. Advancing the Kingdom of God, first throughout our circles of influence, then the nations abroad (40)
51. [Phoenix First Assembly \(Phoenix, AZ\)](#): To be the church that displays the love of Christ and connects with people of all walks of life through our creative services, discipleship, outreach, and the establishment of multiple campuses by streaming our Weekend Experience services globally (38)
52. [Hopewell Missionary Baptist \(Norcross, GA\)](#): Fulfill the Great Commission (Matthew 28:19-20) in helping people become fully functioning followers of Christ. Teach the tenets of Christianity. Equip believers for a significant ministry by helping them discover the gifts and talents God gave them (Ephesians 4:11-16). Obey the task that has been given to us by God as a beacon of salvation living out transformational grace through His Son Jesus Christ (Matthew 5:16)" (66)

30+ Church Vision Statements [[Mark D's note: I would ignore any longer than 15-20 words]]

1. [Westover Hills \(San Antonio, TX\)](#): Making New, Making Great. (4 words)
2. [Christ Fellowship \(Miami, FL\)](#): To make disciples of all nations. (6 words)
3. [The Journey \(St Louis, MO\)](#): Growing Disciples. Starting Churches. (4 words)
4. [HighPoint Church \(Memphis, TN\)](#): To be a place where LOVE WORKS. (7)
5. [FairHaven \(Centerville, OH\)](#): To reach the greater Dayton community and expand the Kingdom of God. (12)
6. [Christ Church of the Valley \(Peoria, AZ\)](#): Impacting 100,000 Phoenix area residents by the year 2020. (9)
7. [The Rock \(San Diego, CA\)](#): To be a global and highly trusted model of relevant and innovative evangelism. (13)
8. [Gateway Scottsdale \(Scottsdale, AZ\)](#): To see people saved, healed, set free, discipled, equipped, empowered and serving. (12)
9. [East 91st Street Christian Center \(Indianapolis, IN\)](#): To become an equipping and mobilizing church that transforms our world for Jesus Christ. (14)
10. [The Potter's House \(Dallas, TX\)](#): We are the voice and the hand that encourages people to change their lives with hope, comfort and peace. (19)
11. [NewSpring Church \(Anderson, SC\)](#): To continue growing, impacting lives and using technology and the arts to reach 100,000 people for Jesus Christ. (18)
12. [Willow Creek \(South Barrington, IL\)](#): We believe all people matter to God and that Christ's message and ministry through the local church is the hope of the world. (23)

13. [Perimeter Church \(Johns Creek, GA\)](#): To make and deploy mature and equipped followers of Christ for the sake of Family, Community and Global transformation. (19)
14. [Glide \(San Francisco, CA\)](#): To create a radically inclusive, just and loving community mobilized to alleviate suffering and break the cycles of poverty and marginalization. (21)
15. [Coral Ridge Presbyterian Church \(Ft Lauderdale, FL\)](#): To rescue and replenish a world lost and broken by sin, thereby “making all things new” (Revelation 21:5). (19)
16. [Kensington Community Church \(Troy, MI\)](#): To turn people who think God is irrelevant into fully devoted followers of Jesus Christ through high-impact churches. (19)
17. [Missio Dei Church \(Cincinnati, OH\)](#): To see the people of Cincinnati forever changed by the Gospel of Jesus and holding dear to Him as their source of all joy and worth. (26)
18. [White Horse Church \(Sydney, Australia\)](#): To plant the gospel in key Australian, population dense, urban centres and from that seed to grow churches that engage the city, with, for, because, about, Jesus. (27)
19. [Brainerd Baptist \(Chattanooga, TN\)](#): To see God through Christ deliver individuals from the bondage of sin, disciple them into faithful followers of Christ, and deploy them as leaders to the nations for the glory of God. (22)
20. [Church of Christ the King \(Brighton, England\)](#): To be a Christ-centred Church in an influential City, which multiplies and helps other Churches towards these shared goals, across the region, Western Europe and beyond. (27)
21. [Austin Stone Community Church \(Austin, TX\)](#): To build a great city, renewed and redeemed by a gospel movement, by being a church for the city of Austin that labors to advance the gospel throughout the nations. (30)
22. [Gateway Church \(Southlake, TX\)](#): To bring people to Jesus and membership in his family, develop them to Christlike maturity, and equip them for their ministry in the church and life mission in the world, in order to magnify God’s name.”(36)
23. [Redeemer Presbyterian Church \(New York, NY\)](#): To build a great city for all people through a gospel movement that brings personal conversion, community formation, social justice and cultural renewal to New York City and, through it, to the world. (33)
24. [City on a Hill \(Melbourne, Australia\)](#): We not only want City on a Hill to be famous for being all about Jesus, we want the person and work of Jesus to be famous in our city. This fame begins in our own lives, and extends into our homes, workplaces, universities and city. (46)
25. [Phoenix First \(Phoenix, AZ\)](#): To be the church that displays the love of Christ and connects with people of all walks of life through our creative services, discipleship, outreach, and the establishment of multiple campuses by streaming our Weekend Experience services globally. (38)
26. [Celebration Church \(Jacksonville, FL\)](#): “Therefore go make disciples of all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you, always, to the end of the age.” -Matthew 28:19-20 NIV (50)
27. [Glad Tidings \(Omaha, NE\)](#): For saints and seekers. For individuals and families. For those more or less fortunate. For young and old. For red, yellow, black, and white. For blue collars, white collars, and no collars. For Omaha locals and foreign refugees. At Glad Tidings, the good news is for all people. (48)
28. [Biltmore Baptist \(Arden, NC\)](#): “All authority has been given to Me in heaven and on earth. Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit, teaching them to observe all that I commanded you; and lo, I am with you always, even to the end of the age.” – Matthew 28:18-20 (62)
29. [Mars Hill \(Grandville, MI\)](#): As a community, we’re devoted to building an engaged, passionate, spiritually healthy community of people that makes up Mars Hill. We’re also devoted to engaging and impacting one another and

others, believing that Jesus himself set an example of service and that we've been given the responsibility to follow it. (50)

30. [Planetshakers \(Melbourne, Australia\)](#): To bring Christ to their world because... "the Spirit of the Sovereign Lord is on me, because he has anointed me to proclaim good news to the poor, He has sent me to bind up the broken hearted, to proclaim freedom for the captives and release from darkness for the prisoners, to proclaim the year of the Lord's favour and the day of vengeance of our God, to comfort all who mourn, and provide for those who grieve in Zion – to bestow to them a crown of beauty for ashes, the oil of joy for mourning, and a garment of praise instead of the spirit of despair. They will be called mighty oaks, a planting of the Lord for the display of his splendor." – Isaiah 61:1-3 (127)
31. [Saddleback \(Lake Forest, CA\)](#): "It is the dream of a place where the hurting, the depressed, the frustrated, and the confused can find love, acceptance, help, hope, forgiveness, guidance, and encouragement. It is the dream of sharing the Good News of Jesus Christ with the hundreds of thousands of residents in south Orange County. It is the dream of welcoming 20,000 members into the fellowship of our church family-loving, learning, laughing, and living in harmony together. It is the dream of developing people to spiritual maturity through Bible studies, small groups, seminars, retreats, and a Bible school for our members. It is the dream of equipping every believer for a significant ministry by helping them discover the gifts and talents God gave them. It is the dream of sending out hundreds of career missionaries and church workers all around the world, and empowering every member for a personal life mission in the world. It is the dream of sending our members by the thousands on short-term mission projects to every continent. It is the dream of starting at least one new daughter church every year. It is the dream of at least fifty acres of land, on which will be built a regional church for south Orange County-with beautiful, yet simple, facilities including a worship center seating thousands, a counseling and prayer center, classrooms for Bible studies and training lay ministers, and a recreation area. All of this will be designed to minister to the local person-spiritually, emotionally physically, and socially-and set in a peaceful, inspiring garden landscape." (254)
32. [Hillsong \(Sydney, Australia\)](#): "The Church that I see is a Church of influence. A Church so large in size that the city and nation cannot ignore it. A Church growing so quickly that buildings struggle to contain the increase. I see a Church whose heartfelt praise and worship touches Heaven and changes earth; worship which influences the praises of people throughout the earth, exalting Christ with powerful songs of faith and hope. I see a Church whose altars are constantly filled with repentant sinners responding to Christ's call to salvation. Yes, the Church that I see is so dependent on the Holy Spirit that nothing will stop it nor stand against it; a Church whose people are unified, praying and full of God's Spirit. The Church that I see has a message so clear that lives are changed forever and potential is fulfilled through the power of His Word; a message beamed to the peoples of the earth through their television screens. I see a Church so compassionate that people are drawn from impossible situations into a loving and friendly circle of hope, where answers are found and acceptance is given. I see a people so Kingdom-minded that they will count whatever the cost and pay whatever the price to see revival sweep this land. The Church that I see is a Church so committed to raising, training and empowering a leadership generation to reap the end-time harvest that all its ministries are consumed with this goal. I see a Church whose head is Jesus, whose help is the Holy Spirit and whose focus is the Great Commission. YES, THE CHURCH THAT I SEE COULD WELL BE OUR CHURCH – HILLSONG CHURCH." (279)