



Strategic Ministry Plan 2026–27

Vision Picture

The Haverhill community and people around the world will see how God is moving through West Church. God has pushed us out of the building. He is visibly at work in his people; each one of us is made in his likeness and represents his living presence. God is working in and through our everyday lives. Our gatherings inspire people for ministry on their frontlines and front lawns, and the experiences of our people from their workplaces and neighborhoods inspire the gathered church. When people meet someone from the West Church community and experience the supernatural love of Jesus Christ through our kindness and grace, they're curious and want what we have: Jesus. Our church on a hill will be a visible beacon of God's miraculous transforming power at work in this community for loving, healing, and restoring.

5–20 Year Vision Focal Points

God's Manifest Presence

Our church's vision is to welcome and experience God's presence, anticipating ripple effects far beyond the life of our congregation.

Spiritual Formation

Our church's vision is for a spiritual formation that changes people and takes them along a significant pathway toward spiritual maturity.

Spiritual Emphasis: Going Deeper

This ministry year, our spiritual emphasis is **Going Deeper**.

As we have prayed, listened, and reflected together, we sense that God is inviting us to go deeper in our relationship with Him and with one another. We are grateful for the ways God has already been at work among us. There is stability. There is a strong worship culture. There is care for one another. There is receptivity to God's Word. This emphasis recognizes our strengths as a basis for our desire to grow more intentionally in our relationship with God and with others. We sense that God is calling us deeper as a healthy church that seeks His face.

This emphasis grows naturally out of **2 Chronicles 7:12–16**, which has shaped much of our discernment. In that passage, God calls His people to humble themselves, pray, seek His face, and turn from their wicked ways. He promises to hear, forgive, and heal. We sense that this is more than a theme. It is a timely invitation from God to move into a deeper life of attentiveness, surrender, and response.

We understand “going deeper” as an invitation to a posture of humble yielding to God’s leading in our lives, seeking His face intentionally in prayer and worship, and growing in depth together in relationship with God and with one another. This movement, however, is not inward only. Rather, as we go deeper, we are being transformed by God’s Spirit into the image of Christ for the sake of others. Our desire is that spiritual growth would take root in this place of depth and be expressed outwardly.

This invitation is both personal and shared. It is an invitation for each of us as individuals, and for us together as a church. We desire to keep ourselves open to how God will continue to define what “depth” looks like for us. However, as we pay attention to the ways He is already guiding us, seven areas have emerged: **Humility, Prayer, Seeking, Repentance, Healing, Worship, and Relationship**. The core movement beneath this emphasis is clear: our journey into deeper relationship with God and with others begins with humility, leading us to seek God through prayer and worship, which in turn leads to prayerful yielding to his Word and his Spirit, repentance and healing, and ultimately to a deeper relationship with God both individually and in community.

This year, we believe God is calling West Church to go deeper. We desire that an increasingly prayerful intimacy would become more evident in the life of the church, in our ministries, in our small groups, and in our gatherings. We want to be a people who know and love God, a community where people are truly known and loved, and who are increasingly being formed into the likeness of Christ for the sake of others. Just as the deep roots of a tree nurture a healthy display of its beauty in the world, we desire that our deep relationship with God would make us a visible manifestation of God’s Kingdom in the world.

Strategic Questions Shaping Our Ministry Year

- How are we making prayer more central, visible, and accessible across the life of the church?
- In what ways are we inviting people to expand and deepen their prayer life?
- How are we expanding our understanding of, and building a culture where humility, repentance, and yielding are evidenced in discipleship?
- How can our worship gatherings better invite response, attentiveness, and seeking God’s face?
- How are we becoming a church where people are truly seen, formed, and sent?

Foundational Scriptures for the Year

- “If my people who are called by my name humble themselves, and pray and seek my face and turn from their wicked ways, then I will hear from heaven and will forgive their sin and heal their land.”
- 2 Chronicles 7:14
- “You have said, ‘Seek my face.’ My heart says to you, ‘Your face, Lord, do I seek.’”
- Psalm 27:8
- “I am the vine; you are the branches. If you remain in me and I in you, you will bear much fruit; apart from me you can do nothing.” John 15:5

GOALS

1. Going Deeper in Relationships —

Equipping Parents and Caring Adults to Form Faith at Home

Who: Family Pastor, Executive Pastor, WestKids and WestYouth Leaders

Action Steps:

- Provide guided opportunities to help parents and other caring adults make fuller use of the Following Jesus Together workbooks with children and teens by equipping families with helpful handouts for each chapter to engage key faith-forming themes included in the workbooks, such as following Jesus, baptism by immersion, the Lord's Supper, studying God's Word, serving others, and growing in everyday faith.
- Create space for parents and caring adults to ask questions, gain confidence, and grow in their ability to support the spiritual formation of the children and teens they love.
- Encourage ongoing connection between church and home by helping families see these conversations and practices as part of a deeper relationship with God and with one another.
- Explore ways to support continued engagement with the discipleship pathway workbooks through follow-up resources and relational encouragement.
- Develop and pilot WestYouth lesson units, providing a total of ten small-group lessons for use on the second and fourth Sundays of the month. Gather feedback from leaders after each unit to help strengthen future lessons.

2. Going Deeper in Care —

Strengthening Prayer and Connection Through Congregational Care

Who: Family Pastor, Executive Pastor, Associate Pastor, Prayer@West

Action Steps:

- Schedule a fall training session for all Congregational Care team members on the use of Planning Center Online (PCO) workflows. The training will also include clear guidelines and expectations for providing care.
- Use Planning Center Online to create clearer pathways for sharing appropriate prayer needs, care concerns, responses, and follow-up. Explore ways to connect Prayer@West more intentionally with the work of Congregational Care.
- Continue shaping a culture in which prayer, compassion, and practical care work together to help people feel seen, loved, and supported.

3. Seeking His Face — Deepening Prayer and Spiritual Formation

Who: Associate Pastor, Spiritual Formation Team, Prayer Ministries, Women's Ministry

Action Steps:

- Create new formats and further develop existing ministry areas to deepen understanding of and engagement in prayer. A particular focus will be to explore both the personal and corporate dimensions of "seeking God's face."
- Build on the foundations already established through the spiritual formation and prayer ministries by offering at least two workshops and guidance that expand

prayerful experience, such as confession and forgiveness, discernment, and hearing God.

- Explore opportunities with ministry leaders to strengthen prayer across the life of the church, including enlarging the Sunday morning prayer team, prayer training, and holding space in the library for “drop-in” prayer.
- Plan a speaker and worship event centered on teaching about prayer.
- Continue to start at least two new WALK groups.
- Support Women’s Ministry as they work with the Associate Pastor to develop a Friday morning prayer group.

4. Going Deeper with Our Neighbors — Equipping Everyday Witness Through Prayer, Presence, and Story

Who: Director of Outreach

Action Steps:

- Identify and launch a book study that supports the year’s Going Deeper emphasis, with particular focus on prayerful presence, neighboring well on our frontlines and front lawns, and sharing faith naturally through everyday relationships. Engage at least 8-10 people in this study.
- Select a resource that helps people grow in deeper attentiveness to God, deeper love for neighbor, and greater confidence in sharing personal stories of God’s work in their lives.
- Encourage participants to share stories of spiritual conversations, answered prayer, and moments of faithful presence that emerge through the study. Gather at least four stories of spiritual conversations, offered prayer, answered prayer, or faithful presence that emerge from the study.

5. Going Deeper Together — Expanding Outreach and Service Through Small Groups

Who: Director of Outreach, Local Outreach Team, Executive Pastor

Action Steps:

- Continue expanding outreach and service opportunities for small groups, helping groups grow deeper with God and with one another as they serve together. Identify and enlist at least two additional small groups to participate in outreach or service opportunities during the ministry year.
- Strengthen relationships with at least two of our local ministry partners.
- Strengthen connections between small groups and local ministry partners, creating regular opportunities for hands-on service that reflect the church’s calling to love, heal, and restore.
- Encourage each small group to adopt a consistent outreach rhythm or local ministry focus that fits the gifts, passions, and capacity of the group.
- Build more intentional prayer into outreach efforts by inviting groups to pray before, during, and after serving, asking God to deepen relationships, increase spiritual attentiveness, and make His love visible through their presence.
- Invite groups to reflect on and share how serving together is shaping their prayer life, relationships, and witness.

6. Stories of Grace — Telling the Ongoing Story of God’s Work Among Us

Who: Director of Outreach, Executive Pastor, Staff

Action Steps:

- Continue developing Stories of Grace as a visible and meaningful part of church life, highlighting the ways God is at work in the lives of His people.
- Build a more intentional process for identifying and inviting people to share testimonies that reflect the year’s Going Deeper emphasis, including stories of prayer, healing, repentance, worship, relationship, and everyday witness. Develop a page on the church website to collect a library of Stories of Grace.
- Encourage a wide range of voices so that the congregation hears how God is at work across seasons of life, ministries, and lived experience.
- Equip staff and ministry leaders with simple story-discovery questions and prompts to help uncover testimonies already present in the life of the church.
- Share at least six of these stories in worship, ministry settings, and other church communications as part of the church’s ongoing testimony to God’s faithfulness and transforming presence among us.

7. Formed in the Deep: 40 Days of Becoming More Like Christ for the Sake of Others

Who: Executive Pastor, Staff

Action Steps:

- Create a 40-day devotional titled Formed in the Deep: 40 Days of Becoming More Like Christ for the Sake of Others to help the church grow deeper in humility, prayer, seeking, healing, worship, and relationship with God and others.
- Shape the content around the year’s spiritual emphasis of Going Deeper, making clear that spiritual depth is not an inward end in itself, but part of being conformed to the image of Christ for the sake of others.
- Organize the devotional around a clear spiritual movement such as inward surrender, deeper communion with God, healing and formation, and outward love, witness, and care.
- Enlist staff input for Scripture, devotional themes, prayer emphasis, and reflection prompts so the content reflects the shared life and direction of the church.
- Launch the devotional as a church-wide initiative and invite small groups, families, and individuals to participate together as desired beginning kick-off Sunday, September 13, 2026.
- Gather and share testimonies of spiritual growth, deeper prayer, and Christlike love through the devotional as part of Stories of Grace, reflecting the church’s ongoing story of God’s work among us.
- Prayer and Stories of Grace will be a focus throughout the devotional.