

## 4 Key Questions in Starting a New Ministry



### 1. Why?

- a. Why are we starting this?
- b. Why is this so important to us?
- c. Why now?

### 2. Who?

- a. Who are we trying to reach?
- b. Who are we already good at reaching?
- c. Who are the people most like us in the community?

### 3. What?

- a. What are their (above) pain points?
- b. What type of ministry would best address those pain points?
- c. What is the cost (financial and energy)?

### 4. Who?

- a. Who should lead this startup team?
- b. Who do we have in our midst already?
- c. Who looks somewhat like the people we want to reach AND shares their values AND loves Jesus?

Want more info about a process that walks with you for the first 2 years of your launch? [Click here.](#)