

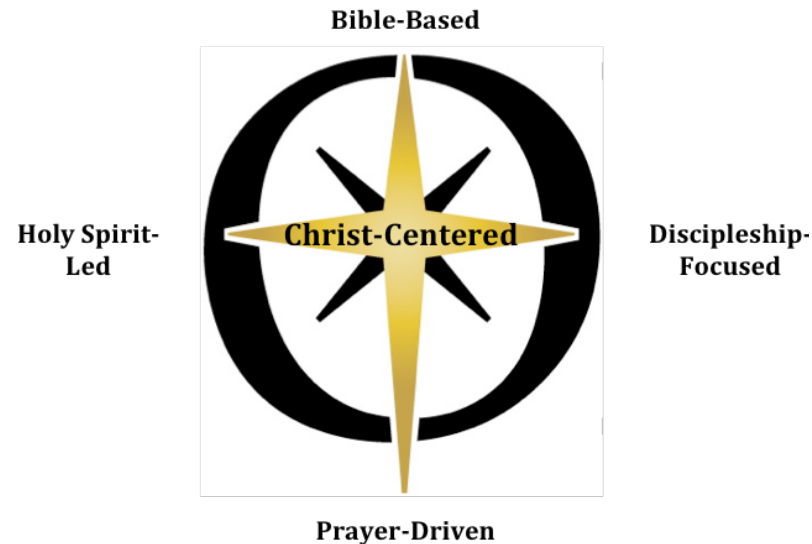
# Compass Europe Strategy – 2020-2022

## Introduction

The purpose of this paper is to set the strategic objectives of the Compass Europe movement. The paper consists of five parts:

1. Core values and biblical foundation
2. Vision and mission – as already set by CELT/founders
3. Mission Model Canvas – introducing the operational model of Compass Europe
4. OGSM table (Objectives, Goals, Strategies, Measures) – introducing the strategic objectives and goals of Compass Europe and the used strategies and major steps (measures) to reach the set objectives and goals
5. Organigram of Compass Europe movement

## Core values and biblical foundation



The purposes of the church – the body of Christ - (including Christian missions) can be derived from the Great Commandment and the Great Commission<sup>1</sup>.

*“Jesus replied: “ ‘Love the Lord your God with all your heart and with all your soul and with all your mind.’ This is the first and greatest commandment. And the second is like it: ‘Love your neighbour as yourself.’ All the Law and the Prophets hang on these two commandments.” (Matthew 22:37-40)*

*“Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and 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 very end of the age.” (Mathew 28:18-20)*

| <b>Bible verse</b>                                  | <b>General application<sup>1</sup></b> | <b>Relevance for Compass Europe</b>   |
|---|--|---|
| <i>“Love the Lord your God with all your heart”</i> | Worship                                | We do our ministry to glorify God   |
| <i>“Love your neighbour as yourself.”</i>           | Ministry                               | We serve the people coming to us through our ministry                       |
| <i>“go and make disciples”</i>                      | Evangelism                             | We focus on whole-life discipleship and daily reformation of all believers  |
| <i>“baptizing them”</i>                             | Fellowship                             | We intentionally encourage the fellowship of people related to our ministry |
| <i>“teaching them to obey”</i>                      | Discipleship                           | We focus on teaching biblical stewardship                                   |

## **Vision and Mission**

| <b>Vision</b>   | <b>Mission</b>   |
|---|--|
| To see God’s people in Europe faithfully living by God’s financial principles and encouraging people in society to greater financial freedom. | Equipping people in Europe to faithfully apply God’s financial principles so they a) may know Christ more intimately, b) be free to serve Him and c) help fund the Great Commission. |

<sup>1</sup> As it is written in Rick Warren’s Purpose Driven Church book. General application is also based on Rick Warren’s thoughts.

## Mission model canvas – Compass Europe

|   |   |   |  |  |
|---|---|---|--|--|
| <p><b>Key partners</b></p> <ul style="list-style-type: none"> <li>• Compass Global</li> <li>• Churches (local, regional, European)</li> <li>• Denominational organisations</li> <li>• EEA</li> <li>• IFES</li> <li>• ELF</li> <li>• Europartners</li> <li>• Generosity Path</li> <li>• EGCC</li> </ul>              | <p><b>Key activities</b></p> <ol style="list-style-type: none"> <li>1. Teasing</li> <li>2. Teaching</li> <li>3. Transforming</li> <li>4. Training</li> </ol> <p><i>For each phase producing content and organising events (meetings 1-1, small groups, conferences)</i></p> <ol style="list-style-type: none"> <li>5. Building model churches in stewardship ministry</li> <li>6. Administration</li> <li>7. Fundraising</li> </ol> | <p><b>Value proposition</b></p> <ul style="list-style-type: none"> <li>• Equipping people in Europe to faithfully apply God’s financial principles so they may know Christ more intimately, be free to serve Him and help fund the Great Commission.</li> </ul>   | <p><b>Beneficiary relationships</b></p> <ul style="list-style-type: none"> <li>• Small groups focusing on stewardship and leadership topics</li> <li>• News letter</li> <li>• Annual conference</li> <li>• Regional conferences N/W/E/S</li> </ul> | <p><b>Beneficiaries</b></p> <ol style="list-style-type: none"> <li>1. Christian entrepreneurial leaders (are preferably, but not exclusively, business people or financial professionals) who are ready to engage in biblical financial stewardship and have the potential to become regional/national stewardship ministry leaders</li> <li>2. Christian who want to grow as holistic disciples</li> <li>3. Future leaders from the student community or young professionals</li> </ol> |
| <p><b>Costs structure</b></p> <ul style="list-style-type: none"> <li>• Staff (leading, admin, regional, communication)</li> <li>• Office and other infrastructure</li> <li>• Website</li> <li>• Materials and content</li> <li>• Travelling</li> <li>• Country start-up budget/support</li> <li>• Events</li> </ul> |   | <p><b>Revenue streams</b></p> <ul style="list-style-type: none"> <li>• Donation (regular (75%)/non-regular (25%))-             <ul style="list-style-type: none"> <li>○ Private</li> <li>○ Business</li> <li>○ Institutional</li> <li>○ Churches – “Denominational organisations”</li> <li>○ National Compass movements</li> </ul> </li> <li>• Income from materials and content</li> </ul> |  |  |

- Revenue of events

## The financial discipleship model of Compass Europe



## SWOT Analysis

|  |  |
|--|--|
| <b>Strength</b> <ul style="list-style-type: none"><li>• Some very committed financial disciples/leaders</li><li>• Very good materials</li><li>• Culturally sensitive materials and approach</li><li>• Good combination of practical and spiritual teaching</li></ul>                 | <b>Opportunities</b> <ul style="list-style-type: none"><li>• Growing focus on discipleship in churches</li><li>• People/families/churches and society have problems with finances</li><li>• People are more open to online solutions</li><li>• Openness for biblical teaching in CEE countries</li></ul> |
| <b>Weaknesses</b> <ul style="list-style-type: none"><li>• Unbalanced product, event and people focus</li><li>• Mostly voluntary people</li><li>• Lack of resources</li><li>• People field alone in the field</li><li>• Office structure and processes are not yet in place</li></ul> | <b>Threats</b> <ul style="list-style-type: none"><li>• Busyness of the church</li><li>• Financial topics are sensitive and taboo areas of life</li><li>• Materialism even within the church</li><li>• Dualism of Christian life due to wrong theology</li></ul>  |

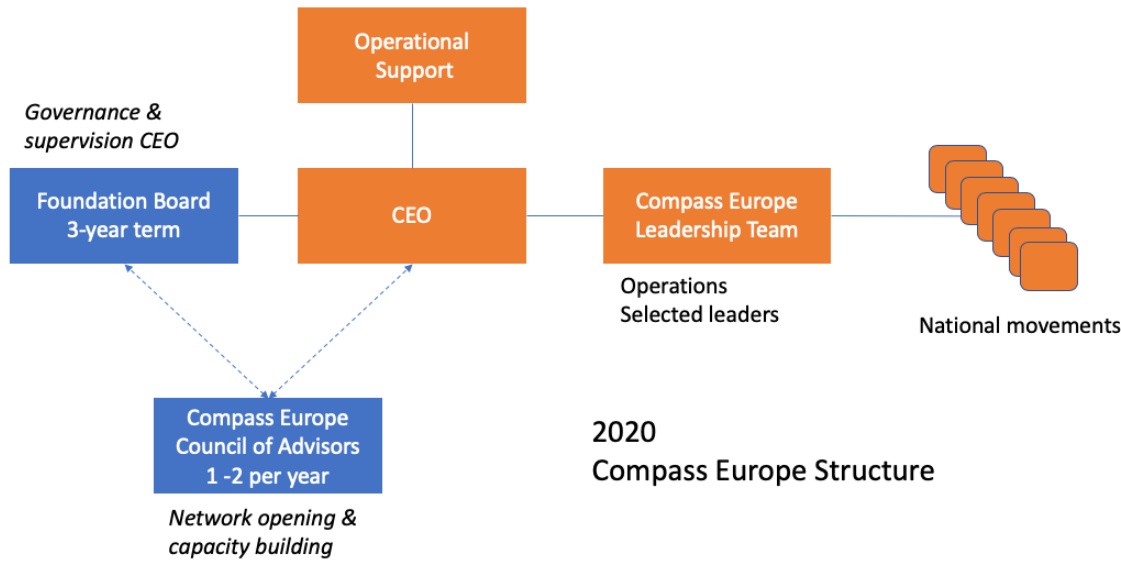
## OGSM Table – Compass Europe

| WHAT?   |  | HOW?   |  |
|---|--|--|--|
| O (Objectives) - Vision<br><i>Qualitative / descriptive</i> | G (Goals)<br><i>Quantitative / measurable</i>  | S (Strategies)<br><i>Qualitative / descriptive</i>   | M (Measures)- Direct steps<br><i>Quantitative / measurable</i>   |
| 1. Building a sustainable organisation of Compass Europe    | <p>Latest by 2022 to have</p> <ul style="list-style-type: none"> <li>I. a full time CEO,</li> <li>II. a part time travelling staff worker,</li> <li>III. a part time admin staff,</li> <li>IV. a part time product developer (volunteer)</li> <li>V. and two FTE operational team (voluntaries)</li> </ul> | <ul style="list-style-type: none"> <li>A. “Sustainable” fundraising – looking for foundations and business people and building the Ministry Power Development network</li> <li>B. Finding, developing and empowering people having vision for Europe and ready and available to do volunteering within Compass Europe network</li> </ul>   | <ul style="list-style-type: none"> <li>a. Exact steps are in 3-year funding plan – excel table</li> <li>b. CEO to mentor each CELT volunteer in order to form a performing group</li> <li>c. Office facilities and routines are put in place properly</li> </ul>   |
| 2. Building and strengthening the Compass Europe impact     | <p>Latest by 2022 there will be ministry activities in 24 nations (current 18)</p>   | <ul style="list-style-type: none"> <li>A. Training and equipping existing national leaders</li> <li>B. Opening new countries by finding, equipping and mentoring potential country leaders</li> <li>C. Building long term relationships with European strategic partners</li> <li>D. Developing local multipliable stewardship missionary model for churches</li> <li>E. Content and product development (on-line and off-line) to support country ministries</li> </ul> | <ul style="list-style-type: none"> <li>a. Organising the annual conference</li> <li>b. Organizing 2x10 months stewardship and leadership training for existing and potential ministry leaders</li> <li>c. Ensure an experienced mentor to existing and potential country leaders (CEO – new countries; experienced compass leaders – existing countries)</li> <li>d. Intentionally invite at least one participant per pioneering countries to the training and mentor process</li> <li>e. Consolidation the pioneering work in Italy, Albania and Portugal</li> </ul> |

| WHAT?   |   | HOW?   |   |
|---|---|--|---|
| O (Objectives) - Vision<br><i>Qualitative / descriptive</i> | G (Goals)<br><i>Quantitative / measurable</i> | S (Strategies)<br><i>Qualitative / descriptive</i> | M (Measures)- Direct steps<br><i>Quantitative / measurable</i>  |
|   |   | F. Improve regular communication of the ministry   | <ul style="list-style-type: none"> <li>f. Start at least pioneering in Finland, Bulgaria, Lithuania and Poland</li> <li>g. EEA, Generosity Path, ELF, EGCC, Europartners, IFES</li> <li>h. Developing and testing a model in a Baptist church in NL</li> <li>i. Developing European wide two-day certification facilitators course</li> <li>j. Once a month communication to the network</li> </ul> |

CONTINUOUSLY SUPPORTED BY A PRAYER GROUP PRAYING FOR COMPASS EUROPE AND FINANCIAL DISCIPLESHIP

## Organigram of Compass Europe Movement



## Serving model of Compass Europe Movement

