



WHAT THE ANNUAL CHURCH PROFILE CAN MEAN...

For your **LOCAL CHURCH**

- Digitally compile, record, and preserve the churches statistical and leadership history
- Determine future ministry needs based on historical review of key metrics of the church
- Continually provide key contact information for communicating with other churches
- Maintain historical record of cooperation with related Baptist ministry networks

For your **CHURCH CLERK'S and CHURCH PLANNING COMMITTEES**

- Involve church leadership and evaluating current ministries for participation and effectiveness
- Provide an annual metric for recording and recounting its ministry outreach and impact
- Maintain a database of factual data recorded in real time
- Provide the church a continually refreshed church profile for future generations

For your **PASTOR**

- A tool to evaluate present ministries showing ups and downs, strengths and weaknesses
- A visual reminder of specific areas that need greater ministry attention and promotion
- An aide to set short term and long term ministry goals based on known facts
- An annual reminder to celebrate the unfolding history of the church

For your **ASSOCIATION**

- Provide basics for setting associational ministry goals and providing additional services
- Identify associational missions opportunities and determining training needs
- Update mailing lists for effective communication
- Facilitate strategic planning

For your **TENNESSEE BAPTIST CONVENTION and Related SBC Ministry Entities**

- Evaluate aggregated church ministry trends
- Assist TBC and SBC entities and developing helpful resources
- Maintain up-to-date ministry leadership contact information
- Identify underserved geographical areas for church planting