

CCMBC's Collective Impact Strategy (2024)

The **Collective Impact Strategy** is a summary of the key elements of the Collaborative Unified Strategy Plan (CUSP) agreed to by the delegates at the National Assembly in 2021 (see https://www.mennonitebrethren.ca/wp-content/uploads/2022/06/NA009_cusp_full_april2021.pdf). **At the heart of the CUSP is a desire for the Member Organizations, CCMBC, and Member Churches to work together intentionally and collaboratively to produce increased collective missional impact for all.** This plan is not about controlling what every member can do but about envisioning the potential “collective impact” of the MB denomination as we act together. It is not about replacing anyone’s particular mission, but about combining our missions together.

Collective Impact Strategy Priority Areas: These represent the four areas that form the centre of what CCMBC will focus on for its collaborative work together. These priority areas are understood to be the most important focus areas for the achievement of the shared mission: *“To cultivate a community and culture of healthy disciple-making churches and ministries, faithfully joining Jesus in his mission.”*

SPIRITUAL HEALTH AND THEOLOGY (facilitated by the NFL Director and the NFLT in partnership with PFLT) This strategic priority is about cultivating and articulating a disciple-making theological centre grounded in our biblical convictions and expressed in our MB Confession of Faith. *The goal is for all CCMBC member churches and organizations to experience greater unity and mission momentum as they embrace and are guided by our MB Confession of Faith.*

LEADERSHIP DEVELOPMENT (facilitated by MB Seminary in partnership with other Member Organizations) This strategic priority is about supporting, equipping, and resourcing existing leaders for increased ministry effectiveness as well as identifying and developing new leaders. *The goal is for member churches and organizations to see trained and gifted leaders available for leadership roles across our family.*

MISSION (facilitated by Multiply in partnership with other Member Organizations) This strategic priority is about facilitating and encouraging all our local MB churches and our member organizations to embrace our calling to become disciple-making cultures. *The goal is that more and more people would become disciples of Jesus and grow in discipleship to Jesus, and member churches and organizations would become faithful embodiments of God’s Kingdom in all they do.*

ORGANIZATIONAL HEALTH (facilitated by CCMBC in partnership with other Member Organizations) This strategic priority is about producing healthy organizational cultures, structures, and systems in order to enhance and not derail our movement toward being healthy disciple-making communities. *The goal is that all our organizational cultures would be consistent with CCMBC’s vision, values, and mission.*

Implementation Responsibilities for the CUSP as expressed in the CI Strategy

- The CCMBC Executive Board is responsible for the approval, monitoring, and fiscal oversight of the CUSP/CI Strategy. Budgets to support initiatives overseen by CCMBC will be presented for approval from delegates at the CCMBC National Assembly.
- The CCMBC National Director is the key staff person tasked with facilitating the collaboration needed for implementing the CUSP/CI Strategy at the national level, including the chairing of the National Ministry Team.
- The National Ministry Team (NMT) is responsible for the creation and implementation of these shared plans, and the assessing of all initiatives.
- Member Organizations (provincial conferences and agencies) participate collaboratively in the planning and implementation of initiatives, both nationally and provincially, that emerge from the CUSP/CI Strategy.
- Member churches support and participate in these initiatives primarily through their provincial conferences as well as through the agencies.

The CUSP/CI Strategy Term and Revisions

The CCMBC Executive Board is responsible every five years to coordinate a formal review of the CUSP to present to the National Assembly with any suggested amendments for approval. Any one of the Member Organizations is welcome to submit to the Executive Board a suggested amendment to the CUSP. The Executive Board has the responsibility to determine which suggested amendments it will recommend for approval at the National Assembly.