STRATEGIC PLAN
2018 - 2022
www.agckenya.org
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Foreward

Glory to God. It is a great honor and a privilege to serve AGC as the Bishop since 2011. In 2012, the church began a great Journey of planning and establishment of strategic direction. This birthed the first denominational strategic plan in AGC (2012-2017). This has contributed to great strides in the growth of the church in many respects. A new constitution was put in place for a better future and direction for the whole church. More than 117,000 souls were won to Christ. More than 10 new mission fields were established. Over 400 new churches were planted. Discipleship department was established with a clear focus on men, women, children and youth outreaches. Since then two new Ministry Training Institutes were established. In addition, Church Planting Institute (CPI) was established in partnership with Asbury Theological Seminary. Kenya Highlands Evangelical University became a chartered institution. Tenwek Hospital has expanded into new areas of specialization which included a leading Eye & Dental facility in East Africa.

Strategic administrative gains have been realized. The Church Headquarters was moved to Nairobi. The Regional administrative structure was implemented fully. Nearly a quarter of a billion Kenya Shillings was raised for ministries. Bethany Investment Trust Ltd. (BIT) was registered and AGC Bethany Centre construction in Kericho was completed. As a church, we have achieved more together with a Strategic direction. Collection of Church Data and Statistics has greatly improved. By 2018 AGC has recorded more than 1900 church plants since its inception. Over 500 complete sanctuaries have been dedicated, more than 300 full time pastors engaged and over 50 congregations in Mission frontiers began. Key policy documents such as Education and Compassion are now completed, approved and implemented. Several scholarship programs for pastors are now established.

AGC in the last five years has realized great ministry opportunities and established several international strategic partnerships. Many other doors are opening to enable the church to realize the mission of mobilizing the whole church to reach the world for God. The Africa Gospel Church- Kenya has made a significant step in preparing its next five-year Strategic Plan (2018-2022). This is the second Strategic Plan after the end of the first one in 2017. Some of the key highlights in this strategic plan are implementation of Adopt a Mission Field Strategy and expansion of Radio Injili to broadcast across East Africa. The church envisions the establishment of a seminary within Kenya Highlands Evangelical University and initiation of a global mission’s outfit. Similarly, focus on strengthening and expansion of church investment projects.
The establishment of a printing press and discipleship resource centers and improvement of the use of IT in Church Management among others. Tenwek Hospital will be expanded in its specialization units and AGC will expand medical mission outreach and other compassion outreach projects.

In submission to the AGC vision statement as Management, we rally the whole AGC fraternity and friends to pray and be involved in the accomplishment of God’s will on earth through this strategic plan. The focus is huge, but our God is much bigger than every strategy mentioned in this document. This is a guide that has so much room for innovation or modification as we trust God to walk with us in this journey. The overall direction given has sufficient room within the 5Es for all members and local churches to make their contribution.

All the church levels are hereby urged to cascade this strategic into their respective church levels and customize it into specific ministry areas. The power of such a plan is great if followed and meticulously done for the propagation of the gospel to the ends of the earth.

Thank you for your continued support and commitment to this course.

Rev. Dr. Robert K. Lang’at
Bishop, Africa Gospel Church -Kenya
Introduction

THE WHOLE CHURCH TAKING THE WHOLE GOSPEL TO THE WHOLE WORLD

In his Great Commission mandate that he gave the church through the Apostles, the Lord Jesus Christ, directed that the whole world should be reached, and every nation and human being should hear the good news of the kingdom. The 21st century world we live in has created immense evangelistic needs and opportunities.

The rapid population growth and changing demographics in most societies of the world, rapid urbanization, and emergence of special communities like immigrants, refugees and other displaced persons means that new generations, social groupings, and special groups are coming up who need to hear the gospel message. On the other hand, emerging trends, the political, economic, environmental, and technological shifts, the rise of the internet, social media platforms and other global changes all combine to offer immense advantages for the church to exploit these opportunities for evangelization and execution of its mission mandate.

In line with its vision and mission, both which echo the Lord’s mandate to the church, the AGC intends to focus on aligning and leveraging the unique gifts and resources that God has given it, to take advantage of the available opportunities. This strategic plan, therefore, is a formalized road map that describes how the church hopes to execute its chosen strategy. This document has been developed by carrying out a comprehensive denominational SWOT analysis and environmental scanning and by choosing the relevant strategies that builds into the corporate strategy.

The Holy Scriptures say, “Be very careful, then, how you live—not as unwise but as wise, making the most of every opportunity” (Ephesians 5:15–16). As we do the planning, we let God do the directing. It is hoped that this will not just be a simple projection-based planning but that, through prayer and obedience, God can use it and us to be a catalyst to bring about a future that is in alignment with His will. Through much prayer and planning the Africa Gospel Church hopes to accomplish much for the Kingdom of God.
This Strategic Plan is the second plan to be developed after the accomplishment of the 2013-17 strategic plan and builds upon the foundation that has been laid in the past five years. It is a detailed navigational tool indicating where Africa Gospel Church will go in the next five years. It identifies the areas of strategic focus, the key strategic objectives and strategies that will be implemented to realize the objectives. It also outlines various responsibilities, the stakeholders and how each will play their part in fulfillment of the strategy and a concrete way to determine if the plan is on course.

**Strategic Planning Process**

The time lines from the past resolutions were to develop a Strategic Plan to be ready for presentation to the Central Church Council by November 2017. The earlier part of 2017 was spent gathering information and opinions from all the church levels and there have been several Management Council and Central Church Council Executive meetings to review the progress. As well, the departmental heads, and administration have met extensively over much of 2017 to review the materials, and to put the plan together. The process included:

- A review of the SWOT analysis, which include reviewing the strengths and weaknesses of the church, a consideration of the opportunities and threats, and an external environmental scan
- A determination of the extent to which the church has fared in relation to the last strategic plan period
- The development of new 5-year strategic objectives for each of the five “Es” departments and administration

The strategic planning committee, which is the Central Church Council Executive, gratefully thanks all the church structures from the local churches, Districts, Areas, Regions, and the Central Office that has participated in the development of this document. Appreciation goes to our Bishop Rev. Dr. Robert Langat, administration, departmental heads, Regional and Area Directors and the AGC Management Council for their support, hard work, creative contributions, and prayerful discernment.
Africa Gospel Church is an evangelical denomination in Kenya. The church traces its roots back to the work of missionaries from World Gospel Mission starting in 1905. From its registration as an autonomous entity in 29th August 1961, the church has grown to over 1800 congregations spread in different parts of the country. It has seen remarkable growth and development in rural and urban areas as well as in sending its own missionaries to remote areas and unreached tribes in Kenya, Uganda, Tanzania, and Sudan.

The church is a sponsor to a number of institutions in the country including Kenya Highlands Evangelical University; Tenwek Hospital and Tenwek School of Nursing; The Africa Gospel Church Baby Centre; Kaboson Pastors Training College; the Olderkesi, Nandi and Kapenguria Ministry Training Institutes, Theological Education by Extension (TEE), over 100 high schools, over 500 primary schools among other ministries and community development projects. Through, these institutions, the AGC has had a strong emphasis on holistic approach to ministry and on well trained leadership. For many years, this denomination has played a vital role in discipleship programs that reach all ages: men, women, youth, and children. The Vacation Bible School and Sunday school ministries for children have played a major role in creating a distinctive identity for AGC.

The Africa Gospel Church is a mission-oriented denomination and has churches spread to the southern Kenya to the borders of Kenya-Tanzania along the Maasai land of Narok; some other churches are in the North-west of Kenya among the Ilchamus, the Turkana and the Pokot and across the border to Eastern Uganda among the Karamojong. We have established mission fields reaching Muslims and Muslims background people in Garissa in the North-eastern part of Kenya and Witu in Lamu county along the northern coast. Work has been started among the Samburu, the Rendille in Laisamis, the Duruma in Kinango Kwale County in the southern coast, among the Sabaot in Mt. Elgon and among the Maasai of Kajiado. By 2018, we had 20 mission fields, 43 urban churches with 7 in Nairobi city. There is hope that this growth will continue, with God’s grace and help, for the next five years.
Vision

The Whole Church taking the Whole Gospel to the Whole world
(Swahili: KANISA LOTE, Likichukua INJILI YOTE, kwa ULIMWENGU WOTE)

The vision statement of the church captures what the church hopes to see accomplished for the kingdom of God. An appreciation of the three terms “church, gospel and world” will enlighten stakeholders on the scope of the vision of the church.

The “Whole Church” means not only AGC but also all like-minded denominations and the general Body of Christ around the world.

The “Whole Gospel” is the view of the gospel as providing full redemption that touch human spiritual, physical, intellectual, emotional and social aspects of life. In AGC, this also implies salvation in its fullness which includes sanctification of the human soul so that a person can live a victorious Christlike life.

The “Whole World” in our context means not only our world in terms of our villages, cities, and nations but the world as God envisions it in the Gospel of Matthew 28 as touching all ethnic identities both in geographic as well in demographic understandings of every era.
The purpose of the Africa Gospel Church is to fulfill the Great Commandment and Great commission of the Lord Jesus Christ according to the Great Plan (Mark 12:30,31 Mathew 28:19,20 Acts 1:8)

The mission statement of the church captures the purpose of the church and what it exists to do. It is encapsulated in the three key terms, Jesus described:

• The Great Commandment (Mark 12:30,31) as loving God with all of one’s heart, soul, mind and strength and loving one’s neighbor as self.

• The Great Commission (Matthew 28:19,20) is Jesus’ last command to his disciples to go into the whole world and make disciples of all ethnic groups.

• The Great Plan (Acts 1:8) is Jesus’ geographic blueprint for expansion evangelistic witness as commanded that the work should start in Jerusalem, through Judea, Samaria, and to the ends of the earth.

Accountability
The Africa Gospel Church values stewardship and accountability. This is in response to the biblical teachings on stewardship. The church values accountable and responsible ways in taking care of entrusted resources, which include finances, people, and opportunities it is given. AGC is accountable to act on its word.

Biblical Authority
In line with its doctrinal statement, in all that we think, plan and do, the church recognizes that the Bible is the word of God, is without error and is sufficient for all matters of faith and salvation of humankind. It draws its directions from it and all decisions are guided by its teachings and commands. It seeks to point people to acknowledge and submit to that authority.

Commitment
In order to accomplish our Vision and Mission, the AGC values total dedication to the word of God and to service in the ministry. Sacrificial service is recognized as being part of this commitment.
Diversity
The church values diversity in various forms, be it ethnic, gender, social class and other manifestations where diversity come into play. This is in recognition that God is love and he loves all His creation. The bible teaches impartiality. Thus, AGC will minister to all and will seek to promote inclusivity and foster justice in the society in all its areas of operation. The AGC value for diversity is informed by evangelical commitments and not by secularizing forces in the society. This diversity also extends to diverse gifts in ministry.

Excellence
The Africa Gospel Church values excellence and best performance in what it does. Thus, it encourages all its members, staff, and all who hear its message to act responsibly and give of their best in all Godly and noble undertakings.

Faith
The church holds faith as the ultimate basis of the relationship between God and people and that it is the bond that connects people with an invisible God. Thus, it seeks to point people to the source of this saving faith, and informs all its endeavors for ministry. Prayer is prominent expression of faith and trust in God as source of help and thus fervent prayers undergird all of AGC ministries.

Family
The AGC values family and seeks to promote and design ministries in a way that families are the core. The AGC fosters family life in all its ministries and this value informs its priorities in human resource placement and practice as well.

Fellowship
The church values fellowship. It follows the teachings of the bible, like Koinonia in the New Testament. This informs its endeavors to ensure believers are congregated into formal and informal congregations. The church also seeks to partner with other like-minded church umbrella bodies and churches to promote a spirit of unity in the church and society.
Holiness
Holiness is an attribute of God that forms the core of the essence of who Africa Gospel Church is. God commanded His people to be holy, even as He Himself is holy. AGC is founded on a strong historical heritage in the holiness tradition. The church seeks to live out that holiness in its dealings and teaches its members and recipients of its message to live out their lives in a manner that exemplifies the holiness of Christ.

Servant hood
AGC values servant hood as a characteristic for its leaders and members. This fosters a spirit of self-giving love and sacrifice rather than that of being a master and seeking personal advantage in every circumstance. The church seeks to be guided by this principle of humility as it serves and execute its mandate.

Our Strategies
These are strategies to execute the vision and mission of the church. They are also casted as departments with relevant personnel that carry out the mandate of each key Strategy. Each of the key strategies begins with an “E” and hence the term the 5 Es.

Evangelizing the Unsaved
Evangelizing the Unsaved (E1) is an Outreach Strategy which is carried out through two departments; Missions and Evangelism.

Establishing Churches
Establishing churches is a strategy to establish church congregations, being the result of outreach ministry. As a department, it is called Church Establishment or E2. The church endeavors to execute this strategy through three main avenues: church planting, congregation worship life and church construction.

Edifying Believers
Edifying believers is a strategy to build up the body of Christ by discipling them. This entails teachings and other programs that build and root believers in the word of God. The Strategy is called Discipleship or E3 and has within it the people ministries of Children, Youth, Women, and Men.
**Equipping Leaders**

Equipping leaders is a strategy to train identified leaders. As a department, it is known as Education or E4. AGC sees leadership development as starting early in life. This explains the investment in sponsorship of nursery, primary, secondary, colleges and universities. This Strategy also entails intentional commitment to develop leaders for various ministries and leadership positions in the church. AGC also targets development of quality leaders for the society and the world.

**Exercising Compassion**

Exercising Social Compassion is a strategy of sharing the love of Christ through meeting physical and humanitarian needs, like healthcare, advocacy, addressing needs of vulnerable people, crisis relief and other social developmental needs.

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**The SWOT Analysis**

The SWOT analysis led to the identification of the strengths and weaknesses that are found within the internal environment of the church and the opportunities and threats found in the external environment. The internal environment took stock and covered the areas of spiritual growth and maturity, numerical growth, finance and investment, human resources, intellectual development, and church programs. The external environment took stock of the political, economic, social, technological, ecological, and legal (PESTEL) environment.

In this strategic plan, the SWOT analysis helps the Church to maximize its strengths, minimize its weaknesses, address the threats and take the greatest possible advantage of the opportunities.

In this process, it was discovered that the Africa Gospel Church has many strengths which included well-defined organizational structures and operational departments. The Church is served by a visionary leadership in the Head office with historic good relationship with the government and its leadership.

The Church has also established many strong ministry partners, strong mission fields in the Rift Valley. AGC has readily available land as assets in various strategic regions of Kenya. The availability of a university, a leading mission hospital, an FM radio station, Publication Unit, several ministry training programs, and institutions, Bookshop facilities, and a major Baby
Centre for rescuing children were also seen as strengths. The Church is also strong in its presence in Rift Valley with great loyalty of its members enabling the church to have self-propagating ability. That AGC has registered key presence in strategic towns and cities was considered a strength. The encouragement of volunteer service in the church and the availability of several trained ministers are credit to the Church. The AGC has had a consistent ministry to all ages, especially children and the youth. The overall holistic approach to ministry positions AGC in a strategic position for future growth and development.

Alongside these strengths, the church has weaknesses in a number of areas. Although the organizational administrative structures are well defined, the new Regional structures are still insufficiently equipped with basic facilities. There is unequitable and low compensation of staff. The denomination has a poor stewardship system and is not well funded by the giving of the members. The Church is also weak in its investment development.

The Church has inadequacies in trained leadership, leadership transitions, and management of partners. It does not have well-defined development policies. The spiritual growth of members is slow. Because of its main base in rural Rift Valley, AGC faces the challenge of rural-urban divide as well as ethnic and geographical imbalance in its leadership structures. It was also found that AGC has no clear mission exit strategy, and insufficient understanding of the Compassion ministries of the Church. The Church has weaknesses of inadequate discipleship tools and insufficient spiritual support and supervision of AGC sponsored institutions. The church has yet to develop church planting and up-to-date evangelistic strategies.

AGC members generally fear change and there is gender imbalance in key leadership positions. There is also poor communication and public relations, accountability, underutilized FM radio station, and ICT. This process also led to the discovery of opportunities that are available for the Africa Gospel Church, Kenya. The location of AGC Head Office at Kenya’s major city provides opportunity for the church to have a global interaction and impact through its ministries. Availability of AGC professionals locally and in the diaspora, provide great opportunity for evangelistic as well as for building stronger support base for the Church. The growing population in and outside Rift Valley provide new opportunities for ministry. There are many like-minded potential local and International partners that can work with AGC.
The availability and emergence of urban set-ups for urban missions, migration, refugees, internally displaced persons, and receptive communities outside Rift Valley, growing number of public and private primary schools, high schools, colleges, and universities provide unique opportunities for ministry. The fact that about 50% of African population will be living in cities by 2050 according to World Bank report and growth in Kenyan population, this provides an opportunity for AGC Urban missions. The fact that there is freedom of worship in Kenya, relatively stable political leadership and environment of peace. The improved money transfer systems, social media, e-ministries and e-commerce, clean and affordable energy infrastructure, communication, and technological knowledge provides new platforms for doing ministries effectively.

The new leadership strategies from WGM to reach out to Muslim communities in Africa and beyond is also an opportunity for the Church. The opportunities for investment encouraged by the free market economy were also seen as a great possibility for the Church. The recent five-year growth of the Kenyan economy provides opportunities for strengthening the financial base of the church. The two levels of government provide opportunities for private public partnerships (PPP).

The external environment poses several threats to the Africa Gospel Church, Kenya. The growing post-modern secularism as well as loss of respect for the Church is a threat. The consequence of this has been erosion of moral values and ethics, liberalism, religious hypocrisy and declining meaning of church marriages and family values. Competition from other Christian traditions, negative cultural practices, Islam, and non-Christian alternative religions is still a major threat in the society.

Frequent acts of terrorism in Kenya also bring a major threat to the Church. The Church is also threatened by the growing levels of unemployment among the youths, negative mass media, ethnicity, influx of drugs and substance abuse and prevalence of HIV/AIDs and other terminal illnesses. The high poverty rates impact negatively on the overall effectiveness of church ministries. The weakening of Kenya shillings and high inflation rates poses an economic threat to AGC Ministries. The negative ethnicity, inequality, frequent labour, and political unrest are potential threats to the ministries of the church. The aspects of the new Kenyan constitution and subsequent legislations may have negative impact on the legal environment which the church operates. The shifting educational policies and declining interest in theological training pose a threat as well.
The global and national environmental changes and the non-compliance on environmental conservation best practices are likely to impact negatively on the church operations and existence. The issues that emanated from the SWOT analysis are addressed in the formulation of these strategies. In order to achieve the church’s vision, therefore, in the next five years ministry activities and projects will be developed and implemented under the five key strategies as elaborated under Areas of Strategic Focus.
1.1 Missions
As a mission-oriented church, the Africa Gospel Church appreciates the strides that have been made in the past 50 years in the establishment of various mission fields and the new congregations that have been added both to God’s kingdom and to the church through those initiatives. These have offered the church invaluable experience in mobilization, and administration of mission work. The church will seek to build on this experience to increase its administrative capacity and expand mission work beyond its current boundaries. The following strategic objectives shall be implemented:

1.1.1 STRATEGIC OBJECTIVE 1:
Establishment and development of mission fields

STRATEGIES
1. Identify, survey, and establish 7 new local and 3 new International mission fields.
2. Establish new and expand existing urban mission opportunities.
3. Develop local leadership in all AGC mission fields.
4. Establish a strategy of developing mission fields.
5. Develop an exit strategy for missionaries.
6. Develop a strategy for turning mission fields to become mission forces.

1.1.2 STRATEGIC OBJECTIVE 2:
Establish Missionary care and development processes

The church recognizes the importance of people as a resource for ministry. The missionary is critical to the success of a mission field and thus will seek to focus on the care and development of missionaries and their families to ensure that desired outcomes of the mission strategy are accomplished. The following strategies will be implemented towards this endeavor:

STRATEGIES
1. Establish a fully functional care unit.
2. Employ a full-time missionary pastor/counselor.
3. Develop and implement strategies for consistent missionary care.
4. Identify the needs among the missionaries’ children and develop solutions.
5. Identify missionary developmental needs and strategize on solutions.
1.1.3 STRATEGIC OBJECTIVE 3:
Revitalize missions resource mobilization strategies
To accomplish the mission strategy, it is crucial that the church mobilizes people, finances and equipment that are required in the mission fields. While the church recognizes existing strides in mobilization, it will seek to renew and enhance efforts to raise new partnerships. This also includes enhancing volunteer management processes, and prioritization of projects. The following strategies will be employed:

STRATEGIES
1. Complete Bethany Missions center and ensure it is fully functional.
2. Develop and implement a comprehensive Adopt a mission field strategy.
3. Inform, inspire, and involve every AGC local church and institution in missions.
4. Establish procedures for managing visiting teams and projects implementation in the mission fields.
5. Establish AGC missionary deputation programs to enhance resource mobilization.
6. Consolidate the existing partners and raise 10 new key partners in missions.
7. Develop Income Generating Activities to support mission work.
8. Provide adequate accountability mechanisms for channeling and use of mission resources.

1.1.4 STRATEGIC OBJECTIVE 4:
Mobilize and manage missions’ Human Resources

The availability of indigenous personnel is critical to the continuity and legacy of mission fields and subsequent work. The church will seek to utilize effective programs of missionary recruitment and deployment and mobilize the church to participate in these ventures. These strategies will be implemented towards that realization:

STRATEGIES
1. Develop robust mission human resource mechanisms in line with AGC overall Human Resource policies.
2. Recruit and train 50 new missionaries.
3. Adequately deploy missionaries to all mission fields.
4. Mobilize, train, and deploy short term missionaries and volunteers.
5. Establish a missionary emergency and rescue network.
6. Utilize AGC Pastors and leaders in missionary personnel recruitment.

1.1.5 STRATEGIC OBJECTIVE 5:
Engagement in Diaspora Ministries, Global Outreach, and International partnerships in missions

The Diaspora are increasingly becoming both an opportunity for ministry and an important resource in any country, a fact that, for the latter, has been documented in Kenya, according to government sources. The presence of immigrants or refugees in Kenya offers a unique opportunity for outreach ministries. In this realization, the church will seek to mobilize its members in the diaspora and utilize their strategic potential in global ministries and development of partnerships that enhance the church’s capacity in reaching out to these special groups. The following strategies will be implemented:

STRATEGIES
1. Establish AGC International Ministries Outfit.
2. Start ministries targeting AGC in Diaspora and engage them in global missions.
3. Initiate new and strengthen existing refugee and migrant ministries.
4. Develop and implement local and International Muslim ministry strategy.
5. Second AGC missionaries to work with International mission agencies.

1.2 EVANGELISM

The Lord’s mandate has in its centre, the evangelization of the unsaved. The world must hear the gospel preached and the church must strive to see souls won to Christ. In this regard, the Africa Gospel Church targets to win 1 million souls to Christ by 2022. This can be done through the following strategic objectives:

1.2.1 Strategic Objective 1:
Turn local churches to be evangelistic avenues

The local church is central to ministry. As the local congregation of believers, the local church is the God-ordained unit of a group of believers, who have a common identity and bond of fellowship, under specific leadership, where they are spiritually nurtured to grow in the faith and equipped to do ministry. In this realization, the church will seek to utilize this potential for ministry, through the following strategies:
STRATEGIES
1. Re-engage each one win one strategy across the denomination.
2. To develop a follow up mechanism for new converts.
3. Establish effective evangelism reporting mechanisms throughout AGC.
4. Empower the local churches to initiate church based evangelistic programs.
5. Mobilize Pastors to preach intentional evangelistic sermons.

1.2.2 STRATEGIC OBJECTIVE 2: Develop community, market place and corporate evangelism
Avenues of evangelism are important in any evangelistic consideration. The goal is to reach the community where it is found. The market place was as significant in the spread of the gospel in the early church as it is now, and the corporate world provides unique avenues for preaching the gospel. In this regard, the church will seek to utilize the following strategies towards realization of this objective:

STRATEGIES
1. Equip AGC members on initiating evangelistic friendships and relationships in communities, the market place and corporate.
2. Initiate AGC professional groups with the aim of reaching their colleagues.
3. Mobilize AGC members to form cell groups for purposes of evangelism.
4. Train AGC members to use social groups such as Chama as evangelism outreach opportunities.
5. Mobilize AGC members to be agents of transformation as a witness for Christ.

1.2.3 STRATEGIC OBJECTIVE 3: Utilize Academic institutions as evangelistic avenues
Schools are one of the places where young people are found. Any evangelistic ministry that hopes to impact the next generation must be cognizant of this fact. AGC is blessed with access to many academic institutions, both sponsored and non-sponsored. The church will, therefore, seek to implement these strategies in its quest to utilize these unique opportunities for evangelism:
STRATEGIES
1. Enhance AGC congregations for outreach to primary, High Schools, Colleges, and Universities.
2. Partner with KSCF, Christian Unions and other Christian students’ groups to organize evangelistic campaigns.
3. Mobilize AGC Congregations to reach out compassionately to learning institutions.
4. Equip teachers and other staff members to reach out to their students and non-Christian colleagues.
5. Train AGC on how to use educational forums to foster Christian values.

1.2.4 Strategic Objective 4:
Use major evangelistic campaigns and mass media

The media is increasingly becoming an important resource that can be utilized for evangelism. There are also methods that have been proven over the years as effective ministry tools. The church will, therefore, seek to implement these strategies towards realization of this objective:

STRATEGIES
1. Mobilize AGC members to organize major evangelistic campaigns in every Area.
2. Enhance outreach through Radio, TV, and print media.
3. Develop a strategy of using social media and digital platforms as evangelistic avenues.

1.2.5 Strategic Objective 5:
Develop training programs and mobilize evangelistic resources

The availability of good strategies and the right resources for evangelism and training of evangelism workers on the use of those resources is central to the success of evangelism work. Towards accomplishment of this objective, the church will implement these strategies:

STRATEGIES
1. Resource the AGC Congregations with evangelism materials for soul winning.
2. Develop partnerships with like-minded churches and para-church organizations in implementing outreach activities.
3. Facilitate the establishment of AGC Evangelism Resource Centers.
4. Recruit and train all AGC Evangelism leaders.
5. Mobilize and ensure AGC has adequate evangelistic outreach resources.
6. Research and disseminate throughout AGC new evangelistic strategies.

**E2: Establishment of Churches**

Evangelistic work will result in the need to congregate believers into local churches, where they will be provided with spiritual nurture and care. As at 2018 AGC has recorded over 1800 such congregations and will seek to enhance this growth through the following strategic objectives:

### 2.1 Strategic Objective 1:
**To establish quality Congregational life practices in AGC**

It is a recognized fact that Christianity today has become hollow and many churches are seemingly more secularized in their worship forms than they are biblical. It is with this understanding that AGC will seek to ensure quality worship life in all its congregations. The following strategies, therefore, will be employed:

#### STRATEGIES
1. Establish firm AGC liturgical practices for all services.
2. Revitalize prayer as a major component in all AGC services and foster prayer networks.
3. Equip and encourage all Pastors on sound hermeneutics and homiletic principles.
4. Ensure that all AGC Congregations adhere to biblical stewardship as a way of worship.
5. Reestablish theological sound music ministry throughout the church.
6. Ensure every AGC Congregation has effective pastoral and lay leadership.
7. Strengthen and expand urban ministry strategies.

### 2.2 Strategic Objective 2:
**Revive existing struggling churches and plant new churches**

As the church focuses on planting new churches, it also recognizes the crucial role that existing churches have in the establishment of new church plants. Thus, the need to also constantly seek to revamp existing churches that are struggling and require assistance. The following strategies will be implemented towards achieving this objective:
STRATEGIES
1. Finalize, publish, and implement the AGC church planting strategy.
2. Reengage ‘each Congregation plant one Congregation’ strategy.
3. Plant an AGC Church in every County Headquarters in Kenya and every sub County Headquarters within the Rift valley.
4. Revitalize and ensure sustainability of all existing AGC congregations.
5. Equip all AGC leaders on church planting strategies.
6. Ensure that Church Planting Institute is fully implemented by AGC.

2.3 Strategic Objective 3: 
Ensure all AGC churches congregate in suitable physical locations with appropriate facilities
The church recognizes the importance of an enabling environment for worship and ministry. Therefore, the church will seek to ensure quality sanctuaries, with appropriate facilities and that are in strategic locations are available to its congregations. The following strategies will be implemented towards that realization:

STRATEGIES
1. Assist every congregation to acquire land for the sanctuary or design appropriate alternative places of worship.
2. Ensure that all AGC churches acquire appropriate sound and music equipment.
3. Provide appropriate guidelines for construction of quality and affordable church buildings/sanctuaries across the church.
4.1 Strategic Objective 1:
To develop discipleship as an intentional movement in AGC
The success of any organization depends on the degree of involvement of its members in its core businesses. AGC recognizes the effect of such multiplied power if all its members are released into discipleship work. Towards this realization, the church will seek to achieve this objective through implementing the following strategies:

STRATEGIES
1. To research, benchmark, and implement the best discipleship models.
2. To establish new and enhance existing small groups.
3. To create a comprehensive discipleship multiplication network.
4. To develop AGC customized discipleship structure for all groups, ages and stages in life.
5. Develop a comprehensive strategy for increasing members’ participation in Church ministries.

4.2 Strategic Objective 2:
To fully equip the entire church with discipleship resources
The availability of appropriate and adequate resources is key to effective discipleship. The church will seek to equip the whole church with discipleship resources by implementing these strategies:

STRATEGIES
1. To develop and publish in house discipleship materials.
2. To maximize the use of media for discipleship.

4.3 Strategic Objective 3:
To establish family as the primary discipleship base
The family is the most important unit of the church and society. The success of discipleship will largely depend on the success of these efforts at the family front. The church will therefore seek to achieve this objective by implementing the following strategies
STRATEGIES
1. To develop and implement comprehensive marriage and family programs.
2. To design and implement discipleship programs for widowers, widows, orphans and singles.
3. To develop and implement a comprehensive parenting programs.

3.1 Children
4.4 Strategic Objective 4:
To offer child friendly discipleship opportunities and resources that are welcoming, fun, safe, educational, spiritually sound and well planned.

The church recognizes the critical importance of training children in the word of God as it will ground them in the Christian faith at an early age while still malleable. Therefore, the church will seek to use children-friendly programs and strategies to achieve this objective:

Strategies
1. To develop, update, publish and distribute appropriate Sunday school resources for all AGC children.
2. To develop children workers who are creative and passionate, valued, empowered, and equipped, to effectively minister to children.
3. To facilitate the development, production, and distribution of a variety of V.B.S materials for all AGC children.
4. To increase the number of bible clubs from 250 to 1000.
5. To conduct annual Children’s Rallies and outreach activities in all the 9 Regions of AGC.
6. To organize annual instructional workshops, seminars, and conferences for all AGC children workers.
8. To identify special groups such as single parent children, orphans and clergy’s children and organize appropriate discipleship ministries and support networks for them.
9. To establish children concerts, crazy Olympics and music extravaganzas and other similar children enriching activities throughout AGC.
10. To develop and implement Child Safety Policy and to ensure all Children’s workers and worship environments are safe for all AGC children.
11. To equip parents with parenting tools and to organize parenting seminars throughout AGC on safety and holistic development of children.
12. To foster intentional involvement of children in church services, evangelistic and mission activities, community services and leadership programs.

13. To pursue partnership with the government at all levels, benchmarking with the best children ministry practices, and partnerships with like-minded children ministry organizations.

3.2 Youth

4.5 Strategic Objective 5:

To empower AGC youth to become effective disciples of Christ in their homes, communities, institutions of learning, and the market place

Impacting the next generation with the gospel is of paramount importance to the continuity and expansion of God’s Kingdom. In this realization, the church will seek to empower the youth to become effective disciples of Christ in their various contexts through implementing the following strategies:

**Strategies**

1. To develop age appropriate and youth friendly discipleship/mentorship programs and resources.

2. To develop and implement curricula to support youths during their various periods of transitions in life.

3. To enhance AGC Congregations' outreach to students in Primary Schools, High Schools, Colleges, and Universities.

4. To regulate and use electronic media as a means of discipling the youth.

5. To organize annual youth recreational activities, concerts, and adventurous tours to enrich the social, leadership and spiritual development of youth.

6. To ensure that all AGC congregations and institutions have safe recreational activities and fellowship space for the youth.

7. To organize annual workshops, training seminars and conferences for youth leaders and workers throughout AGC.

8. To collaborate with parents, the government, and other likeminded agencies in advocating against youth destructive vices, substances, and practices and in providing rehabilitative services.

9. To organize AGC youth entrepreneurship workshops, investment seminars, economic empowerment programs and mechanisms for creating employment opportunities.

10. To organize annual parental workshops for parents of teens and young adults.
11. To benchmark, partner and appropriate the best practices in youth ministries.
12. To get AGC youths intentionally involved in church services, outreach activities, and leadership opportunities.

3.3 Women

4.6 Strategic Objective 6:
To offer comprehensive women friendly opportunities for holistic growth, leadership development, and dedication to the service of God, family, church, and community.

Women were strategic partners in the ministry of the Lord Jesus. The church recognizes the potential of women in ministry and shall, therefore, seek to offer comprehensive opportunities to women for holistic growth and development in ministry, by implementing the following strategies:

STRATEGIES
1. To establish AGC specific ministries to single mothers, widows, elderly women, women professionals, women in crisis and other groups of women in need of specialized discipleship ministries.
2. To research, partner, and appropriate best practices, and establish discipleship resources for AGC women ministries.
3. To develop women leadership in all church levels through formal training, quality annual conferences, retreats, camps, and workshops.
4. To equip women with biblical values and principles in their home building, career, and professional development.
5. To foster intentional and comprehensive participation of women in church leadership, evangelistic and mission activities, community services and societal leadership opportunities.
6. To build partnerships and socio-economic networks and to engage AGC women in intentional participation in business activities and other economic empowerment programs.
7. To engage women in holistic approach to mentoring, equipping, rescue and restoration of vulnerable women and girls.
8. To initiate programs that foster good health practices for women throughout AGC.
3.4 Men
4.7 Strategic Objective 7:

To provide comprehensive fora for men of all ages to be discipled and to be developed as leaders of integrity in the family, church, and society. The potential of men in ministry is a resource that the church needs to develop and exploit. The church will seek to provide comprehensive opportunities for men to grow as disciples of Christ and as leaders of integrity through implementing the following strategies:

STRATEGIES

1. Develop comprehensive discipleship structure, work on partnership with the best practices in men’s discipleship and provide resources for men’s discipleship programs.

2. To establish AGC specific ministries to single fathers, widowers, elderly men, men professionals, men in crisis, and other groups of men in need of specialized discipleship ministries.

3. Use formal training, conferences, breakfast meetings, nyama choma fellowships, camp meetings, retreats, and various seminars to grow men as disciples and develop them as leaders.

4. Target to enroll all AGC men in small groups for weekly Bible studies, prayers, fellowships, and theological training.

5. Intentionally involve AGC men in church services, missions and community outreach ventures, compassionate ministries, church development projects, and societal leadership roles.

6. Develop programs throughout AGC to foster quality fatherhood and to equip fathers to be priests and leaders in their own families.

7. Develop and implement curricula for rites of passage for boys in transition to manhood.

8. Foster AGC men’s structure of “Paul-Timothy model” for men to mentor boys and older men to mentor younger men throughout AGC.

9. To empower AGC men to develop viable economic ventures for sustainable family livelihoods, savings, investments, and retirement benefits schemes.

10. Develop mechanism to ensure all men in AGC practice the spirit of generosity and tithing.

11. To initiate programs that foster good health practices for men throughout AGC.
5. E4: EQUIPPING LEADERS

4.1. Leadership Development

5.1 Strategic objective 1:
To identify potential leaders and denominational capacity building needs and provide effective training facilities, mentorship programs, scholarships, and internship opportunities

The availability of effective leadership is crucial to the continuity and legacy of any organization. The church will, therefore, seek to identify potential leaders and provide capacity building opportunities through implementing the following strategies:

STRATEGIES
1. To mobilize all AGC Regions to identify and facilitate theological training of at least 500 pastors.
2. Identify and develop strategic leaders for all AGC enterprises and major institutions.
3. To develop a mechanism for identifying capacity building gaps and make appropriate recommendations for trainings.
4. To develop and implement an AGC Internship Policy throughout the denomination.
5. To develop strategies to attract high school, college, and university graduates for ministry training.
6. To adequately equip the existing training institutes and expand from the current six to at least ten.
7. To mobilize AGC and partners to provide adequate scholarship resources for training pastors and other church leaders.
8. To facilitate review of the current curricula of AGC theological training institutions in keeping with contemporary ministry training needs.
9. Develop and implement a “mentoring emerging leaders” strategy throughout the denomination.
10. Identify, partner with accrediting agencies, and establish quality assurance mechanisms for AGC training institutions.
4.2 School Ministries  
5.2 Strategic Objective 2:  
To collaborate with other stakeholders in providing sound administrative structures in AGC sponsored schools and initiating new institutions of learning

At independence, the government of Kenya identified ignorance, alongside with disease and poverty, as one of the three maladies afflicting the society. Education is thus a powerful tool of transformation and the church has made establishment of schools one of its top priorities in its ministry mandate. The church will, therefore, seek to collaborate with stakeholders in enhancing administrative structures of existing sponsored schools as well as in establishing new institutions of learning. This will be achieved through implementing the following strategies:

STRATEGIES
1. To ensure all sponsored schools operate under guidelines of AGC Education Policy and the Education Act.
2. To facilitate the establishment and registration of private and public AGC sponsored schools.
3. To facilitate the training of BOMs in all AGC sponsored schools annually.
4. To organize annual training seminars for all AGC education leaders.
5. To establish an AGC sponsored school principals’ forum and organize consultative meetings annually.
6. To liaise with other stakeholders to mobilize resources for the development of infrastructure in sponsored schools.
7. Establish a sponsor’s Day in all AGC sponsored schools.
8. Mobilize AGC congregations to provide recognition of excellence in all fields of performance in all AGC sponsored schools.
10. To encourage development of leadership skills amongst students by organizing annual training programs for student leaders.
11. To ensure capacity building among LCC, DCC, ACC, RCC, CCC and church institutions members as per their leadership needs.
12. To ensure that at least 80% of pastors participate in the AGC Annual Pastors Conference every two years.
13. To recruit and train church education leaders each year.
14. Organize refresher seminars and consultation meetings for all AGC Principals.
15. To establish principal’s forum.
5.3 Strategic Objective 3: 
To provide adequate chaplaincy services and to strengthen Spiritual Life Formation in learning Institutions

One of the core strategies of the church is to provide spiritual life opportunities for students and schools’ fraternities. It recognizes that schools are a strategic field of ministry and seeks to seize this early opportunity to impact young people with the gospel. Towards that realization, the following strategies will, therefore, be implemented:

STRATEGIES
1. To facilitate the recruitment, training, and placement of chaplains in all AGC sponsored schools.
2. To strengthen the Pastoral Program for Instruction in all our sponsored primary schools.
3. To foster CU activities in all sponsored secondary schools.
4. To ensure that all appropriate church levels provide spiritual oversight to all AGC sponsored schools on a weekly basis.
5. Raise support for provision of bibles and other spiritual equipment and resources for all sponsored schools.
6. To facilitate partnership for ministry between AGC congregations and non-AGC sponsored schools in their neighborhoods.

6.5 EXERCISING SOCIAL COMPASSION

5.1 Health
6.1 Strategic Objective 1: 
To mobilize AGC congregations to promote sustainable mental, emotional, spiritual, and physical health in communities where they serve

STRATEGIES
1. To fully implement Health Outreach Program policy.
2. To mainstream counseling and crisis intervention programs throughout AGC.
3. To partner with Tenwek Hospital and other medical facilities to organize annual medical missions, camps, and campaigns throughout AGC areas of operation.
4. To partner with Tenwek Community Health and Development to organize preventive medical programs throughout the church.
5. To establish at least five new health facilities and to expand, renovate and equip all the existing HOP facilities.
6. To partner with the government in mobilizing all church members towards universal health insurance cover.
7. To register new and update registration of all existing HOP facilities with the Christian Health Association of Kenya (CHAK).
8. To partner with the government and other private health facilities in matters health and Christian ministry within these institutions.

5.2 Advocacy
6.2 Strategic Objective 2:
Mobilize all AGC leaders in articulating biblical guidelines on justice, utilize rescue strategies and leverage on existing platforms of advocacy for vulnerable and disadvantaged members of the society

STRATEGIES
1. To train all church leaders on advocacy against retrogressive cultural practices and gender-based violence.
2. Develop and implement a policy on social advocacy.
3. Interact with and seek to positively influence relevant legislation in the county and national governments.
4. Identify and partner with like-minded individuals, professionals, and organizations in providing a voice to the vulnerable and disadvantaged children, youth, men, and women.
5. Research, benchmark, and partner with best practices in rescue and defense mechanisms for affected members of the society.

5.3 Rehabilitation
6.3 Strategic Objective 3:
To mobilize AGC congregations to promote the development of programs and facilities for the rehabilitation and re-integration of affected members of the society

STRATEGIES
1. To develop and implement strategies for rehabilitation of victims of addictions in the society.
2. To develop training programs to sensitize communities on dangers of street life, prostitutions, prison life, alcoholic and drug abuse, and other addictive behaviors.
3. To establish facilities for rehabilitation and re-integration of ex-prisoners and other vulnerable members of the society.
4. To collaborate with like-minded organizations to leverage resources for rehabilitation programs.

5.4 Empowering the Vulnerable
6.4 Strategic Objective 4:
To mobilize all AGC congregations to respond and provide sustainable livelihoods empowerment for the vulnerable members of the society

STRATEGIES
1. Identify the social needs of orphans, widows and other vulnerable members of the society and respond appropriately.
2. Partner with other organizations to leverage resources towards initiating and running support programs for the vulnerable.

5.5 Awareness
6.5 Strategic Objective 5:
To utilize the creation of awareness throughout AGC as a tool for empowering communities on holistic transformation

STRATEGIES
1. To train all AGC leaders on strategies of sensitizing communities around them on sustainable transformation programs.
2. To develop training curricula on sustainable community development.
3. To develop and implement strategies for the eradication of illiteracy in the communities.
4. To collaborate with like-minded organizations to mobilize resources for community empowerment training.

5.6 Relief
6.6 Strategic Objective 6:
Develop mechanisms for relief and disaster management

STRATEGIES
1. To develop and implement a relief and disaster management policy.
2. Develop and implement an efficient mechanism for timely response to natural crises in communities where the church is operating.
3. To liaise with other partners to mobilize resources for relief.
5.7 Development
6.7 Strategic Objective 7:
To mobilize AGC congregations to establish sustainable community development programs

STRATEGIES
1. Establish a development agency as a vehicle for community transformation.
2. To facilitate access to clean water, food security, and eradication of poverty.
3. To liaise with other partners to mobilize resources for economic empowerment activities.
8. AGC ADMINISTRATION

Administration arm of the church is responsible for the overall accomplishment of the vision and mission of AGC. This is done through the operationalization of the 5 key strategies of the denomination. The Administration provides denominational pastoral oversight and overall coordination, direction, development of required infrastructure, development of personnel, expansion of financial base and continued accountability, development of strong partnerships, and oversight over action plans and implementation of the strategic plan.

The key areas of operations as stated above are envisioned to be accomplished for the next 5 years in the following ways:

8.1 Strategic Objective 1.
Provide denominational Pastoral oversight
The church requires a spiritual umbrella that will help her remain true to the calling of Christ through authentic shepherding. This will be done through the following strategies:

STRATEGIES
1. Establish and implement revival and revitalization strategies throughout AGC.
2. Ensure that all AGC leaders have taken courses on AGC history and polity and holiness.
3. Intentionally involve all AGC Retirees in Ministry.
4. Strengthen Partnership with Wesleyan Holiness Connection and other like-minded ministries to provide relevant resources on holiness through AGC.
5. Develop a framework on AGC apologetics, ministry ethics and doctrinal positions.
6. Organize annual pastoral visits to all Areas, Mission fields, Institutions, and Urban churches.

8.2 Strategic Objective 2:
Provide a strategic direction for the church
AGC has a vision to mobilize the whole church to reach the whole world. This will require the leadership to appropriate all its entities to achieve that. This can be done through the following strategies:
STRATEGIES
1. Align all AGC Churches, Ministries and Institutions to the denominational vision and mission.
2. Ensure all AGC entities operate fully under the revised AGC Constitution.
3. Ensure that all approved policies and resolutions of the governing Councils are implemented.
4. Develop all the required policies, manuals, and resources to fully implement the AGC Constitution.

8.3 Strategic Objective 3: Establish reliable ministry partners to support the vision of AGC
Ministry is best done in partnership with other like-minded entities given our strengths and connections. The church has had partners such as WGM, NMC, Faith Ventures and others who have been instrumental in supporting the church in many ways to achieve her vision. Continuing with the same and marshalling other partners will be a great thing to do. This is done through intentional moves that are in tandem with our vision. This can be achieved through the following strategies:

STRATEGIES
1. Develop new local and International partners.
2. Establish Friends of AGC from both local and International networks.
3. Organize AGC professionals into networks that support the church’s vision.
4. Develop Private Public Partnership between AGC, County and Agencies of the National government.

8.4 Strategic Objective 4: Provide efficient and effective administrative systems and structures.
A huge denomination such as AGC with over 1800 congregations spread across the nation requires efficient and effective systems that will enable its various arms to work seamlessly. The church will be required to both enhance the existing systems and bring on board others that can help her achieve her vision. Some of the strategies in this area include the following among others:
STRATEGIES
1. Ensure that AGC HQ in Nairobi and all Regional Offices are fully established.
2. Develop and Implement Central Church Council Governance manual.
3. Train all AGC Leaders on Governance.
4. To re-engineer Holder International as an AGC relief and development agency.
5. Strengthen the Regional structures to enhance their capacity to supervise all Urban, Area and Mission churches.
6. Expand Radio Injili to cover the entire East Africa with quality programs that support the strategic objectives of the Church.
7. Upgrade Publications department to a Printing Press.
8. Develop a fully-fledged Communications and Public Relations department.
9. Establish an office of asset and estate Manager.
10. Put in place a comprehensive asset and estate management system.
11. Ensure and facilitate all AGC churches and entities to acquire legal documentation of land and other assets.

8.5 Strategic Objective 5: Establish a sound financial base for the church.
Given its enormous asset base, trained personnel and great membership, the church can overcome financial challenges and open vast opportunities to reach out for Christ. This can be done through the following strategies:

STRATEGIES
1. Ensure that all churches, ministries, and institutions contribute faithfully to every level of the church as required.
2. Increase income from investment ventures to meet at least 50% of the annual denominational budget.
3. Enshrine the culture of audit and accountability in all church entities.
4. Develop and implement new ministry resource mobilization strategies.
5. Explore, develop, and implement new business opportunities.
8.6 Strategic Objective 6: Develop and deploy sufficient strategic human resources

Human resource is key to the success of the church in achieving her dream. The church requires to develop, retain and maximum on the potential of her workforce in the best way possible. This can be achieved by the application of the following strategies:

STRATEGIES
1. Develop strategic leaders for all key levels and entities of the church.
2. Ensure proper succession planning is carried out in all strategic ministries and institutions.
3. Develop competitive benefit programs to enhance performance and increase staff retention.
4. Develop and Operationalize the AGC Human Resource Policy.
5. Strengthen existing and establish new programs and training Institutions.
6. Develop welfare strategies to care for all current and retired church officers in the denomination.
7. Establish performance review mechanisms and tools to be implemented across the church.
PICTORIAL

Evangelizing to the Rendile people group

Distributing Relief to the hungry

Disciplined Forces Responding in Prayer

Equipping High School students to be change agents

Discipleship through Children Rallies

E1: Evangelizing the Unsaved

E2: Establishing Churches

E3: Edifying Believers

E4: Equipping Leaders

E5: Exercising Compassion

The Whole church taking the Whole Gospel to the Whole World