

90-Day Marriage Ministry Implementation Roadmap

Purpose

The 90-Day Marriage Ministry Implementation Roadmap is designed to help churches move from interest to action by establishing a clear, practical, and sustainable marriage ministry. The roadmap guides pastors, ministry leaders, and church teams through three phases:

- Days 1–30: Assess and Prepare
- Days 31–60: Build and Organize
- Days 61–90: Launch and Strengthen

The goal is not to create a large or complicated ministry immediately. The goal is to build a strong foundation, begin with the church's current capacity, and develop the ministry over time.

90-Day Ministry Goal

By the end of 90 days, the church will have:

- Identified its marriage ministry needs
- Established Ministry Leadership
- Defined the ministry's purpose and structure
- Selected initial resources and activities
- Created a communication and promotion plan
- Launched its first marriage ministry experience
- Developed a plan for follow-up and continued growth

Phase One: Assess and Prepare

Days 1–30

Primary Goal

Determine the church's level of readiness, clarify the ministry vision, and identify the people and resources needed to begin.

Week 1: Establish the Ministry Vision

Key Actions

- Meet with the pastor or designated church leader.
- Discuss the church's current approach to supporting marriages.
- Identify the primary reasons for developing a marriage ministry.
- Clarify how the ministry will support the church's overall mission.
- Determine whether the initial focus will be marriage enrichment, education, discipleship, crisis prevention, or a combination of these areas.
- Develop a preliminary marriage ministry vision statement.

Discussion Questions

- Why does our church need a marriage ministry?
- What marriage-related needs are most visible in our congregation?
- What outcomes would indicate that the ministry is making a difference?
- How will this ministry support families and strengthen the church?
- What level of ministry can our church realistically support at this time?

Week 1 Deliverable

A written preliminary vision statement.

Sample Vision Statement

Our marriage ministry exists to provide biblically grounded teaching, practical resources, and supportive experiences that help couples strengthen their marriages, grow together, and serve God faithfully.

Week 2: Assess Church Readiness**Key Actions**

- Complete the Church Marriage Readiness Assessment™.
- Review current church programs that involve couples and families.
- Identify available leaders, volunteers, facilities, technology, and financial resources.
- Determine whether marriage-related activities already exist under another ministry.
- Identify major gaps that may prevent a successful launch.
- Discuss the findings with church leadership.

Areas to Assess

- Pastoral support
- Leadership availability
- Volunteer capacity
- Congregational interest
- Teaching resources
- Meeting space
- Technology
- Budget
- Communication systems
- Follow-up capacity

Week 2 Deliverable

A summary of the church's strengths, limitations, and immediate needs.

Week 3: Learn What Couples Need

Key Actions

- Distribute a brief marriage ministry interest survey.
- Ask couples which topics would be most helpful.
- Identify preferred meeting days, times, and formats.
- Determine whether couples prefer workshops, small groups, retreats, classes, or self-guided resources.
- Ask whether childcare, virtual access, transportation, or cost may affect participation.
- Review the results and identify the strongest areas of interest.

Suggested Survey Topics

- Communication
- Conflict resolution
- Respect
- Emotional connection
- Biblical marriage roles
- Purpose
- Financial unity
- Parenting
- Intimacy
- Spiritual growth
- Preparing for marriage
- Marriage restoration

Week 3 Deliverable

A congregation needs summary identifying the top three to five ministry priorities.

Week 4: Identify the Leadership Team

Key Actions

- Appoint a marriage ministry leader or coordinating couple.
- Identify additional team members.
- Define each person's role.
- Establish expectations for participation, preparation, confidentiality, and communication.
- Schedule the first official planning meeting.
- Determine how often the team will meet during the launch period.

Possible Team Roles

- Pastor or pastoral advisor
- Marriage ministry director
- Coordinating couple
- Teaching facilitator
- Small-group facilitator
- Administrative coordinator
- Communications coordinator
- Hospitality coordinator
- Prayer coordinator
- Childcare coordinator
- Follow-up coordinator

Week 4 Deliverable

A confirmed ministry team with clearly assigned responsibilities.

Phase Two: Build and Organize

Days 31–60

Primary Goal

Develop the ministry structure, choose the first program or resource, prepare the leaders, and create the launch plan.

Week 5: Define the Ministry Structure

Key Actions

- Decide how the ministry will operate during its first year.
- Determine how often activities will be offered.
- Identify the primary audience.
- Decide whether unmarried, engaged, separated, or remarried couples will be included.
- Establish participation expectations.
- Determine how confidential information will be handled.
- Create a simple annual ministry framework.

Possible Ministry Components

- Marriage enrichment classes
- Blueprint Series™ studies
- Couple workshops
- Small groups
- Date-night events
- Marriage assessments
- Premarital preparation
- Couple mentoring
- Annual marriage celebration
- Pastor-led teaching
- Marriage resource library

- Referral support

Week 5 Deliverable

A written ministry structure outlining the first year's major activities.

Week 6: Select the First Ministry Experience**Key Actions**

- Choose one primary resource, class, assessment, or event for the initial launch.
- Match the resource to the needs identified during the assessment phase.
- Decide whether the experience will be offered in person, online, or through a hybrid format.
- Determine the length of the program.
- Select tentative dates.
- Estimate participation.
- Identify all materials needed.

Recommended First Experiences

- A marriage readiness workshop
- A Blueprint Series™ introduction
- A four- to six-week couple study
- A marriage purpose workshop
- A respect and understanding seminar
- A couple assessment event
- A marriage ministry interest and information session

Selection Criteria

Choose an experience that is:

- Biblically grounded
- Practical

- Easy to explain
- Appropriate for the church's current capacity
- Relevant to the needs of couples
- Manageable for the leadership team
- Able to produce a clear next step

Week 6 Deliverable

A written description of the first ministry experience, including purpose, audience, format, dates, and required resources.

Week 7: Prepare the Leaders**Key Actions**

- Review all teaching and facilitation materials.
- Assign teaching and support roles.
- Conduct a practice session.
- Discuss how to respond to sensitive questions.
- Establish boundaries between education, pastoral care, coaching, and counseling.
- Prepare a referral list for couples who need professional assistance.
- Review confidentiality expectations.
- Develop a process for attendance and follow-up.

Leader Preparation Topics

- Ministry purpose
- Biblical foundation
- Teaching objectives
- Facilitation methods
- Couple engagement
- Discussion management

- Confidentiality
- Crisis response
- Referral procedures
- Follow-up expectations

Week 7 Deliverable

A prepared ministry team with completed role assignments and a practice session scheduled or completed.

Week 8: Create the Launch Plan**Key Actions**

- Finalize the event or program date.
- Reserve the meeting space.
- Create a registration process.
- Determine whether a fee will be charged.
- Arrange childcare, refreshments, supplies, and technology.
- Prepare promotional materials.
- Develop a communication schedule.
- Establish a registration goal.
- Create a contingency plan.

Launch Planning Checklist

- Date confirmed
- Time confirmed
- Location reserved
- Facilitators confirmed
- Materials ordered
- Registration form created

- Promotional graphics prepared
- Announcement schedule created
- Childcare plan completed
- Hospitality plan completed
- Technology tested
- Follow-up process established

Week 8 Deliverable

A complete launch plan with dates, assignments, promotional activities, and operational details.

Phase Three: Launch and Strengthen**Days 61–90****Primary Goal**

Promote the ministry, conduct the first experience, gather feedback, and establish the next stage of development.

Week 9: Begin Promotion**Key Actions**

- Announce the ministry during worship services.
- Publish the opportunity in the church bulletin.
- Send email and text announcements.
- Post on church social media pages.
- Ask ministry leaders to personally invite couples.
- Share the purpose and benefits clearly.
- Explain who should participate.
- Make registration simple.
- Provide a clear deadline.

Promotional Message Components

Every announcement should explain:

- What the experience is
- Who it is for
- Why couples should participate
- What couples will gain
- When and where it will take place
- How to register
- Whether childcare is available
- Whether there is a cost

Week 9 Deliverable

A coordinated promotion campaign launched across multiple church communication channels.

Week 10: Confirm Participation and Finalize Details**Key Actions**

- Review registration numbers.
- Personally contact couples who expressed interest but have not registered.
- Confirm all ministry team assignments.
- Prepare participant materials.
- Confirm room arrangement.
- Test all technology.
- Confirm childcare and hospitality.
- Send reminder messages.
- Prepare attendance and feedback forms.
- Pray as a ministry team for the couples and the launch.

Week 10 Deliverable

A final readiness checklist showing that participants, leaders, materials, facilities, and communication are prepared.

Week 11: Conduct the First Ministry Experience**Key Actions**

- Welcome participants warmly.
- Explain the purpose of the ministry.
- Establish a respectful and confidential environment.
- Deliver the planned teaching or activity.
- Encourage couple participation.
- Provide practical next steps.
- Share future ministry opportunities.
- Collect feedback before participants leave.
- Record attendance and follow-up needs.

During the Experience

The ministry team should observe:

- Participant engagement
- Clarity of the teaching
- Time management
- Couple interaction
- Questions and concerns raised
- Operational challenges
- Opportunities for improvement
- Requests for additional support

Week 11 Deliverable

The successful completion of the church's first marriage ministry experience.

Week 12: Evaluate and Follow Up

Key Actions

- Review participant feedback.
- Meet with the ministry team.
- Identify what worked well.
- Identify what needs improvement.
- Contact couples who requested follow-up.
- Provide additional resources.
- Make referrals when appropriate.
- Thank volunteers and participants.
- Document lessons learned.

Evaluation Questions

- Did the program meet its stated purpose?
- Did the content address the needs of participants?
- Were the leaders adequately prepared?
- Was the format appropriate?
- Were the location, schedule, and length effective?
- Did couples feel welcomed and supported?
- What additional resources did couples request?
- What should be changed before the next experience?

Week 12 Deliverable

A written ministry evaluation and follow-up report.

Days 85–90: Establish the Next 90-Day Plan**Key Actions**

- Select the next ministry experience.
- Determine whether to repeat, expand, or revise the first program.
- Develop the next communication timeline.
- Identify additional leaders who may need training.
- Review budget needs.
- Update the annual planning calendar.
- Set measurable goals for the next 90 days.
- Present the next-stage plan to church leadership.

Possible Next Steps

- Launch a Blueprint Series™ small group
- Offer a couple assessment
- Begin facilitator training
- Develop a mentoring program
- Schedule a marriage workshop
- Create a premarital preparation pathway
- Establish a quarterly couple event
- Expand the resource library
- Begin leadership coaching
- Develop an annual marriage ministry calendar

Final Deliverable

A written 90-day continuation plan approved by church leadership.

90-Day Ministry Milestones

By Day 30

The church has:

- Clarified the ministry vision
- Assessed its readiness
- Identified congregational needs
- Formed a leadership team

By Day 60

The church has:

- Defined the ministry structure
- Selected the first ministry experience
- Prepared the leaders
- Completed the launch plan

By Day 90

The church has:

- Promoted the ministry
- Conducted its first experience
- Evaluated the results
- Created a continuation plan

Suggested Ministry Goals

Choose goals that are realistic for the church's size and capacity.

Participation Goals

- Register a specific number of couples.
- Reach couples from different age groups and stages of marriage.
- Engage couples who have not previously participated in marriage ministry.

Leadership Goals

- Develop a functioning marriage ministry team.
- Train at least two facilitators.
- Establish clear roles and responsibilities.

Program Goals

- Offer one successful marriage ministry experience.
- Create a schedule for the next two activities.
- Establish a repeatable planning and evaluation process.

Growth Goals

- Increase awareness of marriage resources.
- Build trust among couples.
- Strengthen communication between couples and church leadership.
- Develop a sustainable ministry rather than a one-time event.

Recommended Ministry Measurements

Track simple information that helps the church improve.

- Number of couples registered
- Number of couples attending
- Attendance completion rate
- Participant satisfaction
- Most requested topics
- Number of follow-up requests
- Number of referrals
- Number of trained leaders
- Volunteer participation
- Cost per event

- Number of couples returning for additional activities

Common Implementation Challenges

Limited Budget

Start with free or low-cost resources, use church facilities, recruit volunteers, and begin with one manageable activity.

Limited Leadership

Appoint one coordinating couple and recruit support for specific tasks rather than trying to build a large team immediately.

Low Participation

Use personal invitations, explain the practical benefits, provide childcare when possible, and avoid presenting the ministry as only for troubled marriages.

Lack of Experience

Use structured lessons, leader guides, assessments, and training materials that reduce the amount of preparation required.

Scheduling Conflicts

Survey couples, offer multiple participation options, and consider virtual or hybrid formats.

Sensitive Marriage Concerns

Establish clear confidentiality practices and maintain a referral list of qualified counselors and support services.

Loss of Momentum

Schedule the next activity before the first experience ends and provide participants with a clear next step.

Ministry Team Meeting Agenda

Opening

- Prayer
- Review of the ministry purpose

- Progress since the previous meeting

Planning Review

- Current priorities
- Assigned responsibilities
- Deadlines
- Registration and participation
- Materials and logistics
- Communication
- Budget

Couple Support

- Follow-up needs
- Referral needs
- Confidentiality concerns
- Additional resources requested

Next Steps

- Confirm assignments
- Confirm deadlines
- Schedule the next meeting
- Close in prayer

90-Day Action Tracker**Days 1–30: Assess and Prepare**

- Ministry vision established
- Readiness assessment completed
- Congregational needs identified
- Ministry leader appointed

- Ministry team formed
- Roles assigned

Days 31–60: Build and Organize

- Ministry structure defined
- First experience selected
- Resources identified
- Leaders prepared
- Launch date confirmed
- Registration process created
- Promotional plan completed
- Operational details finalized

Days 61–90: Launch and Strengthen

- Promotion launched
- Participants registered
- Materials prepared
- First experience conducted
- Feedback collected
- Follow-up completed
- Ministry evaluated
- Next 90-day plan developed

Final Ministry Commitment

Our church commits to building a marriage ministry that is biblically grounded, practical, supportive, and responsive to the needs of couples. We will begin with the resources and capacity currently available, evaluate our progress, and continue developing the ministry as God provides leadership, participation, and opportunity.

Church Name: _____

Pastor or Church Leader: _____

Marriage Ministry Leader: _____

Implementation Start Date: _____

First Ministry Experience Date: _____

90-Day Review Date: _____

Signatures:

Pastor or Church Leader: _____

Marriage Ministry Leader: _____

Date: _____