

2009 St. Chrysostom's Strategic Plan

1. *What is great about St. Chrysostom's?*

- Education (Day School, Adult Forum, Childrens' Choir, Catechesis)
- Music (Service, Concerts, Candlelight Carols)
- Liturgy (Quality, Traditional, Appeal to Wider Group)
- Community (Diversity by age, interests, marital status, family or single)
- Location/Facility (near volunteers and members)
- Staff (long tenure, reputation in community)

2. *What are alternative churches and charitable organizations doing as they compete for the donation of time and funding by our current and potential parishioners?*

- Communicates mission well and frequently (needs & opportunity & follow-up)
- Excellent experience to target audience (members & volunteers)
- Good connection with growing demographic groups
- Public recognition for gifts
- Welcoming and inviting
- Creates and nurtures affinity groups
- Focused special events to build attendance (Retiree classes, family-hosted coffee hour; public prayer for families)
- Good calendaring of events
- Rent facilities to outside groups
- Excellent web/electronic communication
- Good use of staff
- Twilight, refresh and replace initiatives

3. *What can we measure?*

- Number of pledging units (by age grouping) and average pledge size (gains & losses)
- Parish "membership" (can be different from pledging units)
- Attendance at each service
- Attendance at education events (Day School, catechesis, J2A, parish choirs)
- Volunteer participation
- Attendance at musical events
- Email list and web hits
- Baptisms, weddings, confirmations

4. What are the powerful forces that drive growth for St. Chrysostom's?

- Excellence in experience (worship, education, events, volunteer opportunity)
- Connection between parishioners and parish worship and program
- Better focus programming on growing segments of parish and potential members (e.g. youthful members with families, retirees)
- Nurture parish identity (mission, marquee programming based on strengths)
- Communication of mission (to express strengths and dispel misconceptions)
- Broaden number and depth of commitment and connection with mission.
- Promote and empower volunteers
- Pride and enthusiasm to invite parishioners and friends to worship and events
- Train and support inviters and welcomers with follow up

5. What steps can we take in the second half of 2009 to grow and better accomplish our mission?

- Develop and promote uniform, clear message to parish and potential members inviting new disciples and stronger disciples via banners, web, messages by minister and lay leaders at services, foyer dinners, employment counsel, affinity group meetings, adult education and lectures.
 - Must focus on strategic strengths of parish.
 - Must dispel “frozen chosen” stereotype.
 - Must communicate goals and financial and volunteer needs to accomplish.
 - Strengthen parishioners’ connections and empower invitation to others.
- Unveil by September 1 a redesigned website containing inviting introductions to parish people, community and events and communication tools for volunteers.
- Focus on younger families, including (a) employing associate priest/ youth minister, (b) run 9:00 a.m. service from mid-August to late June, (c) broadened adult-education and continue networking, and (d) expand children’s choir events.
- Inter-committee task forces for event(s) in September (1), October (1), and November (1) that are worthy of publicity program and efforts to motivate individual parishioners to attend and invite non-parish participation in:
 - One outreach event - bring a friend to St. Leonard’s House walk-a-thon
 - One lunch after 11:00 service preceding music concert
 - One Sunday afternoon alternative worship events (evensong, Taize, U-2, jazz). Later events can substitute lectures, etc.
 - One adult education program of broad-appeal
- One Sunday event per month to highlight families and community (festive coffee hour, prayer for family).
- One Sunday per quarter rotating focus at service on an outreach activity.
- Revamp shepherding function with plan to (a) identify newcomers and prospects at services, events and Day School, (b) train and (c) assign persons to follow-up.
- Stewardship Committee to collect, categorize and track data on pledging members.

July 20, 2009