

A photograph of St. John's Church, a white wooden building with a tall steeple topped with a cross. The church is surrounded by a green lawn and several large, leafy trees. In the foreground, there is a cemetery with various gravestones and a black lamppost. A brick path leads from the bottom center towards the church. The sky is clear and blue.

# St. John's Church Strategic Plan

Presented by the Vestry



# Overview

- Eight Categories
- Goals
- Objectives
- Tasks



# Care for Parish Administration

Goal: Establish a Sustainable and Proactive  
Administrative Schedule/Procedure

## Objectives:

- Create an administrative committee to work on the identified objectives and tasks
- Determine which tasks can be done by vestry members instead of rector, and process for accountability/reporting

## Tasks:

- Identify potential committee members, obtain commitment
- Committee meets with rector to review tasks she could have others do



# Growth of Worshipping Community

Goal: Increase Average Sunday Attendance by 15%

## Objectives:

- Improve system of greeting
- Encourage bringing friends
- Expand opportunities for worship

## Tasks:

- Greet people at gate. Have designated greeters at coffee hour. Follow up emails by rector and Newcomer Welcoming team.
- Publicize two “bring a friend” Sundays per year
- Offer monthly Saturday evening Contemplative Services. Offer special services such as Service of Lament, Reconciliation and Commitment on August 17.

# Growth of Worshipping Community

Goal: Increase Average Sunday Attendance by 15%

## Objectives:

- Introduce concerts/events to welcome community as living church

## Tasks:

- Minister of Music to schedule concerts with local/regional organizations (6 to date).
- Create brochure on St. John's to be available at all events.
- Expand local collaboration in existing events such as Church Hill Vespers and hymn sings and participation in local events (e.g. Irish Festival).



# Care for Surrounding Community

Goal: Increase People Served and Congregants  
Engaged in Service to Community by 10%

## Objectives:

- Maintain and support growth of Laundry Love
- Continue engaging congregation in re:WORK Richmond
- Meet or exceed poundage goal for First Fruits

## Tasks:

- Recruit additional helpers, expand offerings
- Offer additional asset mapping workshops, distribute re:WORK cards, encourage attendance at trainings, publish regular updates
- Offer donation boxes both in the front and the back of the church

# Care for Finances

Goal: Achieve Balanced Budget While Only Drawing 4.5% Annually from Endowment Funds

## Objectives:

- Increase pledges by 10%
- Explore other sources of income

## Tasks:

- Engage with individuals that have pledged historically or may consider pledging. Deliver mid-year update to congregation on how gifts are being spent. Begin pledge season planning and communication earlier than in the past.
- Purposefully enhance "plate giving" opportunities at worship and special events. Pursue relationships with people who have demonstrated interest in St. John's. Investigate grant opportunities. Evaluate additional opportunities to generate income from our property.



# Spiritual Formation/Growth

Goal: Engage 70% of Active Members in a Formation Program or Ministry

## Objectives:

- Continue investing in quality of Wednesday night/Adult Forum and Lent programming
- Improve planning process and publication of Shrine Mont retreat

## Tasks:

- Host planning meeting in May to schedule topics for Wednesday night in upcoming year. Reconvene Adult Forum Planning Group by mid-June to review 2018-19 program year and begin planning of 2019-20.
- Have Shrine Mont planning committee formed by May. Theme set and dates/prices communicated to congregation by beginning of July. Require nonrefundable deposit from Shrine Mont participants by September 1.



# Spiritual Formation/Growth

Goal: Engage 70% of Active Members in a Formation Program or Ministry

## Objectives:

- Continue support of small group formation (responsive to needs/wishes of congregation)

## Tasks:

- Offer Inquirer's Class during off-year of Bishop's visit.
- Establish Education For Ministry (EfM) group to be led by David Curtis.
- Continue support of Survivors Transformation Group and broaden reach.
- Generate survey to discern congregation's interests/needs.



# Care for Congregation

Goal: Engage 50% of Congregation in Fellowship/Hospitality, Pastoral Care, Worship Service, or Youth Ministry

## Objectives:

- Support for members of the congregation
- Encourage fellowship and provide hospitality

## Tasks:

- Hold meetings twice per year and expand membership of the committee. Provide food, transportation, flowers, assistance for those with health concerns. Mail cards, weekly bulletins monthly to members who cannot attend church. Provide meals for families with new babies. Identify members who will provide transportation.
- Support recent reorganization of hospitality committee and involve new members. Groups sign up to provide weekly coffee hours. Committees plan for and provide food for special events. Establish supply list and directions for maintenance of equipment. Order and inventory supplies.



# Care for Congregation

Goal: Engage 50% of Congregation in Fellowship/Hospitality, Pastoral Care, Worship Service, or Youth Ministry

## Objectives:

- Develop leadership structure for Young Adults
- Re-establish Lay Eucharistic Visitor (LEV) Ministry for home/hospital communion

## Tasks:

- Recruit Young Adult Leadership team. Develop mailing list and calendar of events. Create opportunities for parents of young children to gather. Develop non-Sunday youth activities. Hold Young & Old wine and cheese party.
- Offer LEV training in summer. Provide an additional Safe Church Training.



# Care for Facilities

## Goal: Establish Sustainable and Proactive Maintenance and Repair Procedures

### Objectives:

- Make property management information available to the property team, vestry, and church staff
- Improve communication and collaboration with St. John's Church Foundation

### Tasks:

- Build prioritized "To Do" list, Property Service Contact List, and bill payment schedule on Google Docs. Make "To Do" list available on church website.
- Attend meetings with newly created partnership committee, coordinating work efforts and focus



# Community Presence/Visibility

Goal: Improve St. John's Presence  
Online and in the Neighborhood

## Objectives:

- Redesign the church website
- Improve event advertising

## Tasks:

- Make format mobile friendly, showcase current offerings such as spiritual formation opportunities, Amelie's weekly messages, and adult and children's programming
- Increase social media presence, flyer/poster distribution, and banner hanging



# Questions/Comments?

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