



Long Range Plan

Faith Lutheran Church Waconia, MN

March 2015

Executive Summary

Faith Evangelical Church in Waconia, MN is a growing and dynamic congregation.

During the last year, the church appointed a group of members to review our previous long range plans and make recommendations for updates. This plan recommends an updated Mission Statement, Vision Statement, and identifies five key strategies along with measures for achieving Faith's mission. The plan focuses on engaging in our mission, connecting with each other, and growing in our faith. The plan identifies key strategies and 1, 2.5, and 5 year success measures.

This is a plan where each of us has a significant purpose and responsibility. As with all plans, this is intended to be dynamic and evolving. It is anticipated that annually the Faith community will review this plan and measure our work against it and make changes to our work or to the plan as are necessary.

Mission Statement

To Learn, Serve, and Share the Gospel of Jesus Christ

Vision Statement

To be a dynamic, energized, worshipping community where all are growing in our relationship with Jesus Christ, one another and those beyond our walls.

Key Strategies to Achieve Vision

- Improve and increase opportunities for building meaningful relationships between members and those beyond our walls.
- Increase our ability to reach & connect the congregation via enhanced communications.
- Develop a culture of joyous generosity to fully fund and support our mission to learn, serve, and share the Gospel of Jesus Christ.
- Provide consistent, meaningful *Faith Formation* programs for all ages of the congregation.
- Provide meaningful, engaging, and welcoming worship services designed to bring us closer in our relationship with Jesus Christ.

Church Demographics

We currently have 1,968 confirmed members and 2,578 baptized members. Approximately 482 attend weekly worship services during the school year. We have over 590 kids enrolled in our Faith Formation Ministry programs.

We currently have 7 ministry areas that support our programs:

- Faith Formation
- Stewardship/Finance
- Building & Maintenance
- Life, Growth, Mission
- Social Outreach
- Worship & Music
- Information Technology & Communications

The staff has

- 2 – Pastors (full time)
- 1 - Children & Family Minister (full time)
- 1 – Youth & Family Minister (part time)
- 1 – Church Administrator (full time)
- 1 – Church Administrator/Communication (full time)
- 1 – Volunteer Coordinator (full time)
- 1 – custodian (full time)
- 5 – Music Staff (part time)

Finally, our ministries provide over 4,123 volunteer opportunities annually and engage almost 1,467 volunteers from our congregation.

Today, we function with an annual operating budget of \$725,000. The recent remodeling of our space and addition to our kitchen and fellowship hall allow for new opportunities to connect within the congregation and with our community.

History of Plan/Work To Date

- July 2014 – Long Range Planning (LRP) team kick off
- August 2014 -- Review of CAT results with Holy Cow! consulting
- September 2014 – Multiple Listening Sessions and targeted online survey for more context on CAT results
- October 2014 – LRP team discerns all the feedback
- November 2014 – Draft of new mission & vision created
- December 2014 – Draft of new mission & vision shared with council
- January 2015 – Draft of key strategies and measurements
- February 2015 – Finalize strategies & publish 2015-2020 Long Range Plan

Multi-year Plan/Approach

<i>Strategic Direction: Improve and increase opportunities for building meaningful relationships between members and those beyond our walls.</i>		
1 Year Success Indicators	2.5 Year Success Indicators	5 Year Success Indicators
<ul style="list-style-type: none"> • Create a weekly “Welcome Plan” to drive hospitality • 4 major events in place • 2% increase in volunteers • Create small groups focused in these areas: <ul style="list-style-type: none"> ○ Learning ○ Social ○ Support ○ Serving 	<ul style="list-style-type: none"> • Leadership base – more people involved in leadership roles <ul style="list-style-type: none"> ○ Provide training ○ Match opportunities to passions • 5 Traditions (major events become traditions) • 5% increase in volunteers • Use technology to get efficient in the processes required to enable this 	<ul style="list-style-type: none"> • Maintain volunteer levels • Small groups are part of Faith’s culture

<i>Strategic Direction: Increase our ability to reach & connect the congregation via enhanced communications</i>		
1 Year Success Indicators	2.5 Year Success Indicators	5 Year Success Indicators
<ul style="list-style-type: none"> • Create a comprehensive communications plan <ul style="list-style-type: none"> ○ Accounts for different perspectives & vehicles: <ul style="list-style-type: none"> ▪ Social Media ▪ Face-to-Face ▪ Handwritten notes ▪ Internal 	<ul style="list-style-type: none"> • Evolve, refine, and train on the communication plan • Enable the process/plan with technology • Right message to right people at right time 	<ul style="list-style-type: none"> • Create next evolution of communication plan • Be able to subscribe, do self-service

<ul style="list-style-type: none"> ▪ External ▪ Feedback ○ Specifies the “who, what, where, why, when” etc • Increase timeliness of messages 		
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Strategic Direction: Develop a culture of joyous generosity to fully fund and support our mission to learn, serve and share the Gospel of Jesus Christ.		
1 Year Success Indicators	2.5 Year Success Indicators	5 Year Success Indicators
<ul style="list-style-type: none"> • Telling Faith’s compelling stories • 2% increase in volunteers • Perform a spiritual gifts inventory • Matching volunteers with needs 	<ul style="list-style-type: none"> • Once a month story from members & pastors & non-members • 2% increase in volunteers • Move from 1.5% giving to 2.25% 	<ul style="list-style-type: none"> • Continue to share Faith’s Compelling stories • Maintain volunteer levels • Move from 2.25% to 3% • A culture of joyous generosity is in place

Strategic Direction: Provide consistent, meaningful Faith Formation programs for all ages of the congregation.		
1 Year Success Indicators	2.5 Year Success Indicators	5 Year Success Indicators
<ul style="list-style-type: none"> - Provide a defined Faith Formation calendar for next 12 months - Baseline participation in all Faith Formation programs by age group - Set participation targets based on feedback & external best practices 	<ul style="list-style-type: none"> - Meaningful increase in participation across all demographics 	<ul style="list-style-type: none"> - Acknowledged leader in the community and synod for our programs - Participation levels exceed averages in Minneapolis Synod

Strategic Direction: Provide meaningful, engaging and welcoming worship services designed to bring us closer in our relationship with Jesus Christ.

1 Year Success Indicators	2.5 Year Success Indicators	5 Year Success Indicators
<ul style="list-style-type: none"> - Determine tactics to drive increase in average weekly attendance - Set targets for each service - Find balance between consistency & variety 	<ul style="list-style-type: none"> - Increase to Synod average weekly attendance in each service - Increased involvement across all demographics 	<ul style="list-style-type: none"> - Be the synod leader in attendance