



Our Faithful Journey

2019 UPDATE

NORTH OLMSTED UNITED METHODIST CHURCH

JANUARY, 2019

Welcome. Thanks for joining us today. It's encouraging to see so many people engaged in the future of our church.

Will present today in 30 minutes. ALW and others will stay afterwards to answer questions.

I know the monitor is hard to see...please follow along with the handouts.

Objectives



- Refresh understanding of *Our Faithful Journey* process and elements
- Review success measures
- Review progress on 2018 priorities
- Preview and discuss 2019 priorities
- Answer questions

Remind congregation about process:

- The process started in late 2016, after the celebration of our 50th anniversary.
- 2017 – Significant work to develop plan, including focus groups attended by more than half the church. The church went through significant self-reflection, examining threats and opportunities, demographics, culture and community changes, and resource constraints.
- While principles are long-term, our plan is focused mid-range at 2025 (8 years from inception).
- Priorities and goals were agreed by Mark and the Ad Board.

Show the OFJ strategy document and playbook. Remind them that everyone in the church received a copy last year. More are available in the fellowship hall and in the office. A digital copy is on the church website. Encourage all to review the playbook.

Today will provide a high-level view of the plan and progress. More detail may be posted to the church website and discussed in the Friends of NOUMC Facebook page in the coming days/weeks.

Encourage all to participate, ask questions, and make suggestions.

Our Faithful Journey Elements



Guiding Principles

- We appreciate and invest in our youth
- We actively serve our neighbors in the North Olmsted community and the wider world
- We provide varied opportunities for people to grow in their faith
- We welcome and nurture a diverse congregation who become extended family
- We foster lasting personal relationships, which are especially important in a digital world

2018 Priority Programs

- Reinvigorated Youth Program
- Reinvigorated Adult Council
- Strengthen Connection with Members
- Electronic Display System in Fellowship Hall and Sanctuary
- Formalized Visitor Welcome Program
- Review and streamline NOUMC Committee Structure

Elements:

Guiding principles direct our actions and do not change. They define how the church wants to be known. Some are descriptive and some are aspirational.

Priority programs will change every year, depending on need and progress against plan. These are the priorities we agreed for last year. We'll discuss 2019 priorities later.

Note that we will go over the 2018 priority programs in a few minutes.

Success Measures



<i>Measure</i>	<i>2017 Benchmark</i>	<i>2018 Actual</i>	<i>2019 Plan</i>	<i>2025 Goal</i>
Avg Attendance	90	92	97	125
Membership	200	205	210	250
Annual Giving	\$217,689	\$224,785	\$229,900	\$300,000
Avg Age	65 (?)	65?	TBD	50
Monthly Visitors	?	3 (est)	5	10
New Members	?	10	12	20

These are the top-line measures of our overall progress with the strategic plan, and are intended to be stretch goals. You do what you measure.

Good news

- Membership is increasing (not true among many mainline churches)
- Attendance as a % of membership is already fairly high

Achieving \$300k budget by 2025 requires a combined annual growth rate of about 4.5%.

- To be achieved with a combination of increased membership and slightly increased giving per member (including inflation)

We haven't found a good way to measure average congregation age without violating members privacy. Still more work to be done here.

Monthly visitors are estimated, knowing that around half of them do not want to leave contact information. Mark sent 19 follow-up letters to visitors in 2018, which extrapolates to 30-35 visitors throughout the year.

2018 Priorities Scorecard



Priority Program <i>Key 2018 activities</i>	Progress
Reinvigorated Youth Program <i>New Youth Director, 12 monthly youth events, SonFest</i>	Very Good
Reinvigorated Adult Activities <i>13 adult events, lunch with friends, prayer room, Dover Players</i>	Very Good
Strengthen Connection with Members <i>Fresh roadside sign content, social media coordinator, active Facebook presence</i>	Good
Electronic Display System <i>Basic research</i>	Limited
Formalized Visitor Welcome Program <i>Guest readiness seminar, welcome kit</i>	Somewhat
Review and streamline NOUMC Committee Structure <i>Deferred to 2019</i>	None

We made good progress on our most important priorities, especially relative to our youth, but more limited progress on others.

Walk through each priority and mark noteworthy items and key activities:

Proposed 2019 Priorities (1 of 2)



- Continue to grow active youth program
 - Monthly activities
 - Encourage more adults to participate
 - Provide child care at every service
 - Develop a formal child check-in procedure
- Continue to strengthen connections with members & potential visitors
 - Develop and implement a web-accessible digital calendar
 - Develop a digital-first communications strategy
 - Create a more welcoming space in church foyer
 - Implement electronic display capability inside the church
 - Select hardware & software
 - Identify and train users
 - Develop sustainable content management process
- Streamline NOUMC committee structure
 - Learn from other UM churches' experience
 - Bring recommendation to NOUMC membership by year-end

Walk through each priority.

Note that we have a particularly urgent priority to better serve our youngest worshippers.

Note that they are not necessarily in order of importance. Presented this way to fit on slides best.

Proposed 2019 Priorities (2 of 2)



- Focused activities to grow attendance and membership
 - Develop Marketing Plan
 - Create a brand strategy
 - Update brochures/literature
 - Create a pastor video for website
 - Increase Facebook advertising
 - Better utilize programs available through District/National UMC
 - Become more visible in the Community
 - Partner with other community organizations at Community events (1x per quarter)
 - Create community volunteer/service opportunities
 - Create community prayer opportunities
 - Create formalized onboarding plan
 - Welcome plan/visitor bags
 - Consistent follow-up with visitors
 - Track visitor attendance more precisely

Walk through each priority.

Note that they are not necessarily in order of importance.

How Can I Contribute?



- Spread the word!
- Embrace change
- Volunteer to help
- Give financially

Everyone can help by spreading the word that NOUMC is an awesome church. Invite your friends and family to worship or to any of the many events we sponsor.

Our primary barriers to achieving our goals with OFJ come down to three things:

People naturally resist change, and NOUMC is no different. Be open-minded to the idea that changing from the way we've always done things might actually help attract new families to the church.

- We'll try some new things. Some will work, some may need adjustment or abandonment. Please be patient.

Like most churches, we have a small number of people who do the lion's share of work to progress the church's mission.

- Get involved
- Find one of our priorities that interests you and join the team. Talk to Andy or Mark to find out how.

Much of what we want to accomplish will require investment. But we're a small church with a relatively small budget.

- If you are capable of giving more, please consider it.

Thank You!

