

Unity of Phoenix

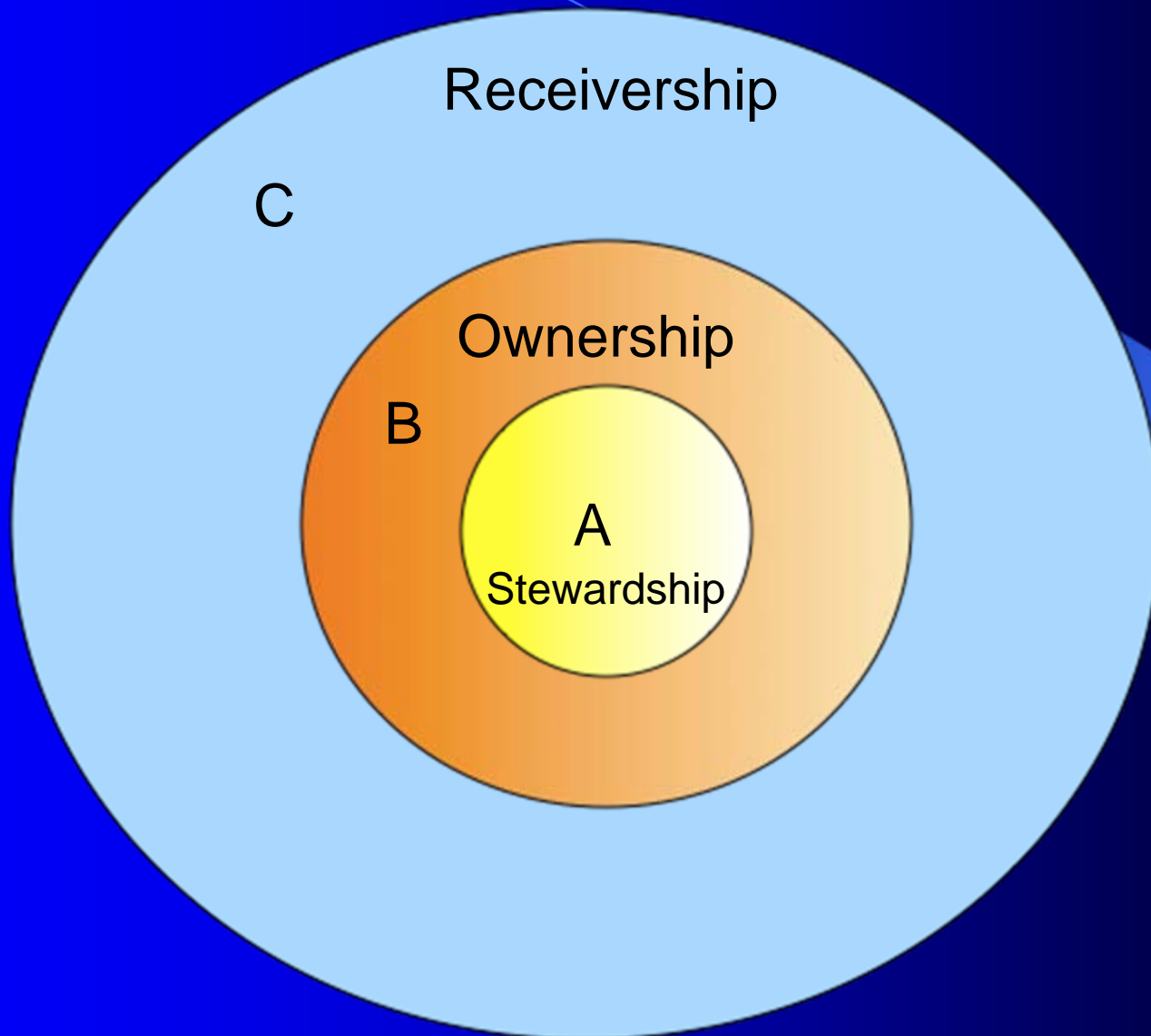
2009

Strategic Plan

Thriving Ministry Model



Three Congregations



The Process

- Met with Susan Beck and drafted Values, Vision and Mission
- Values and Strategic Planning Committees formed
 - Included Board members, congregants, staff and ministers
- Focus Areas Determined
 - Spiritual Growth, Community, Service, Stewardship
- Values studied and presented for consideration
- Vision, Mission drafted
- Vision and Mission presented to congregation for feedback
- Goals and Objectives determined based on feedback and key questions
 - What are we doing well?
 - What more can we do?
 - How do we get more people involved?

Our Vision ...

Centered in God,
we live in a world
of peace, love and abundance.

Our Mission ...

To inspire a
greater experience of God
in ourselves and each other.

Our Values ...

- God First
- Love
- Diversity
- Service
- Community

Goals & Objectives

Spiritual Growth Goal 1:

Quality spiritual education that supports and encourages participants in their spiritual growth, development and enrichment

- Objective 1: To develop a path for continuing education to support individual spiritual growth ✓
- Objective 2: To provide quarterly programs with prominent speakers ✓
- Objective 3: To attract good quality, dynamic speakers to teach at Unity of Phoenix
- Objective 4: To explore ways to expand the Youth Ministry within the current level of funding ✓

✓ = volunteer opportunity

Goals & Objectives

Spiritual Growth Goal 2:

A Sunday morning experience that inspires congregants into a greater experience of God

- Objective 1: To complete the transformation of the Family Life Center into a true Sanctuary through enhanced décor, lighting, acoustics, AV and landscaping (donated funds to be identified)
- Objective 2: To develop well-planned, integrated themes and series, including special music and guest speakers, to support the spiritual growth of the congregation

Goals & Objectives

Community Goal 1:

Opportunities for every congregant to participate within our church community

- Objective 1: To increase the number of participants in small group programs and evaluate potential small groups ✓
- Objective 2: To form a Social Committee to plan and manage four major events annually, as well as regular monthly activities ✓
- Objective 3: To have bimonthly on-site brown bag “Lunches with the Ministers”

Goals & Objectives

Community Goal 1:

Opportunities for every congregant to participate within our church community

- Objective 4: To create a Hospitality Committee to develop a plan to enhance the quality of the courtyard experience and to make it self sustaining ✓
- Objective 5: To create a Buddy Committee for new congregants who want to become members ✓
- Objective 6: To continue supporting congregants and members with an active Prayer Chaplain program ✓

Goals & Objectives

Community Goal 1:

Opportunities for every congregant to participate within our church community

- Objective 7: To establish clear guidelines and intake procedures for spiritual counseling
- Objective 8: To continue a self sustaining Milestone Ministry with clear procedures and guidelines
- Objective 9: To develop a comprehensive program to involve college-aged young adults as an integral part of the Unity of Phoenix community ✓
- Objective 10: To involve youth as members of as many volunteer committees as possible ✓

Goals & Objectives

Community Goal 2:

Increased ownership in Unity of Phoenix

- Objective 1: To define and benchmark ministry ownership among congregants ✓
- Objective 2: To increase current and new congregant ownership by 10% ✓
- Objective 3: To create a follow-up process for any congregant or volunteer whose attendance drops, for the purpose of addressing concerns and/or prayerfully supporting their decision ✓

Goals & Objectives

Service Goal 1:

A consciousness of service practiced in the ministry

- Objective 1: To develop an ongoing volunteer recruitment and training plan, including ministry-led annual training and an annual volunteer fair ✓
- Objective 2: To create a volunteer leader mentoring program within each volunteer area (e.g., Worship Team, Youth and Family Ministry, Chaplains, Bookstore, Facilities, etc. ✓)
- Objective 3: To provide effective acknowledgement and recognition of volunteers ✓

Goals & Objectives

Service Goal 1:

A consciousness of service practiced in the ministry

- Objective 4: To create a data collection process to capture relevant information about volunteer skills, gifts and interests ✓
- Objective 5: To create a Volunteer and Outreach Committee responsible for supporting the Volunteer Coordinator and for continually exploring outreach and in-house projects for volunteer participation ✓
- Objective 6: To schedule 4 to 6 outreach programs annually ✓
- Objective 7: To increase the number of Chaplains by 30% ✓

✓ = volunteer opportunity

Goals & Objectives

Stewardship Goal 1: Enhanced opportunities for leadership development

- Objective 1: To create a professional development plan for employees
- Objective 2: To provide annual Board orientations ✓
- Objective 3: To create a succession plan for Board and Staff ✓
- Objective 4: To create a Marketing Committee ✓
- Objective 5: To create a Best Practices/Benchmarking Committee ✓

Goals & Objectives

Stewardship Goal 2:

A well developed vision of what Unity of Phoenix can be for the next 10 years

- Objective 1: To complete a working and ongoing Strategic Plan and a 10-Year Vision for Unity of Phoenix ✓

Goals & Objectives

Stewardship Goal 3:

An atmosphere of transparency, openness and trust

- Objective 1: To implement the Communication Plan ✓
- Objective 2: To review the communication strategy for reporting finances to the congregation ✓

Goals & Objectives

Stewardship Goal 4: Financial sustainability

- Objective 1: To complete the land study and evaluate alternatives for undeveloped land ✓
- Objective 2: To use a system of zero-based budgeting annually ✓
- Objective 3: To create an Endowment Committee and to implement an effective endowment program ✓
- Objective 4: To provide a series of Leadership Dinners annually ✓

Goals & Objectives

Stewardship Goal 4: **Financial sustainability**

- Objective 5: To achieve and maintain the current policy of keeping three months' operating expenses in reserve
- Objective 6: To create a Cost/Benefit Analysis for every revenue generating department
- Objective 7: To pay off the remainder of debt owed by Unity of Phoenix



Questions and Answers