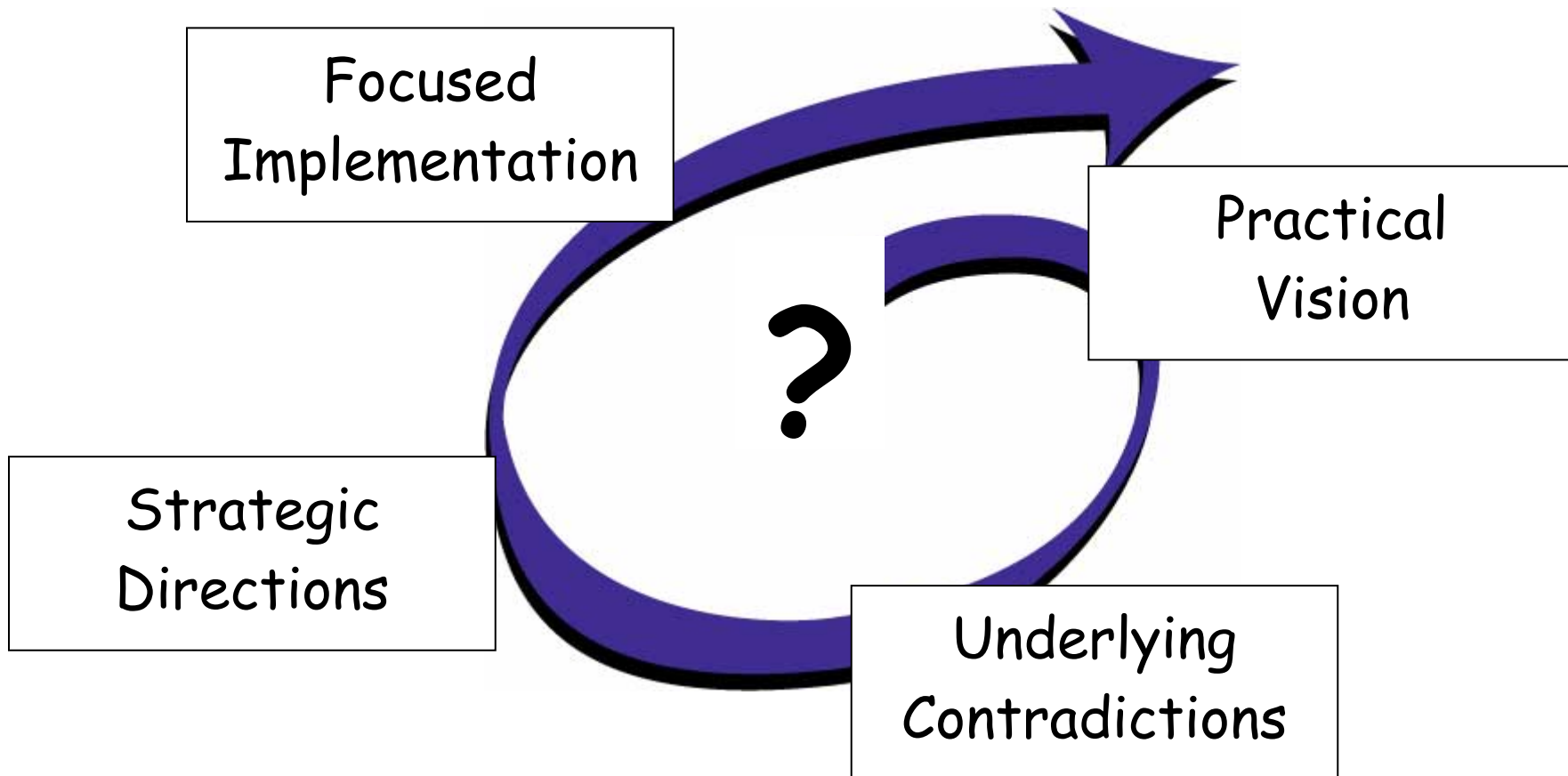


**ToP® PARTICIPATORY STRATEGIC PLANNING PROCESS**

**The ToP® Participatory Strategic Planning Process** used in the development of this plan begins with a **Central or Focus Question** for Planning that comes out of the group's environmental scanning and organizational assessment. In the retreat, participants work to answer that question from 4 different perspectives: **Practical Vision** (What do we want to see in place in 3-5 years time as a result of our efforts?), **Underlying Contradictions** (What is currently blocking the full realization of our vision?), **Strategic Directions** (What practical, creative actions can we take, in the next year or 2, to deal with our contradictions and move us towards our vision?), and **Focused Implementation** (What will we actually do in the next 12 months, next 90 days to get moving on this? Who will do what?).

*ToP® is a registered trademark of The Institute of Cultural Affairs who developed this Participatory Strategic Planning Process*

**FOCUS QUESTION:**

“What are the things that we, the people of St. John the Baptist, can do to increase attendance, improve our discipleship, broaden our concept of stewardship and further develop our outreach and service to the surrounding community?”

**PRACTICAL VISION**

WHAT DO WE WANT TO SEE IN PLACE IN 3-5 YEARS TIME AS A RESULT OF OUR EFFORTS?

INNOVATIVE, CREATIVE PROGRAMS THAT HELP US GROW IN CHRIST	INVOLVED, COMMITTED, GENEROUS DISCIPLES	A VARIETY OF WORSHIP AND RENEWAL EXPERIENCES	AN ATTRACTIVE CAMPUS THAT SERVES THE COMMUNITY	A DYNAMIC, GROWING WELCOMING CONGREGATION	RECOGNIZED LOCALLY AS A CHURCH THAT SERVES	MINISTRIES THAT SERVE BEYOND ST. JOHN THE BAPTIST
<ul style="list-style-type: none"> <li>➤ An Inter-generational Ministry That Values all ages</li> <li>➤ Programs to Attract families with young children</li> <li>➤ Train/Motivate Members in Discipleship</li> <li>➤ Wednesday Suppers and Programs</li> <li>➤ Establish Fun Sports Programs for all ages</li> </ul>	<ul style="list-style-type: none"> <li>➤ Effective year=long stewardship program</li> <li>➤ Solid Bottom Line -10% to Outreach</li> <li>➤ Put SJB in Members' Wills and Trusts</li> <li>➤ Committed Involvement of Time and Talent</li> <li>➤ H.S. Grad Scholarship Fund for College</li> <li>➤ Decrease Debt to Diocese!</li> <li>➤ Discernment of Ministries</li> </ul>	<ul style="list-style-type: none"> <li>➤ Variety of Services for Different Angles of Christian Faith</li> <li>➤ Hispanic Congregation</li> <li>➤ Establish Retreat and Renewal Program for all ages</li> </ul>	<ul style="list-style-type: none"> <li>➤ Vision for Back Lot- Battered Shelter, Etc.</li> <li>➤ Senior Care facility</li> <li>➤ Dedicated Space for Youth/Teens</li> <li>➤ Upgrade facilities to attract new members</li> <li>➤ Co-op Garden in Back 40</li> <li>➤ Emergency Shelter</li> </ul>	<ul style="list-style-type: none"> <li>➤ 20% increase in Attendance</li> <li>➤ Increase Attendance in Small Amounts: 2x/yr -&gt; 1x/mo.</li> <li>➤ Increase membership with young adults/ and youth</li> <li>➤ Active and Effective Newcomers Program</li> <li>➤ Acceptance and recognition of diverse people</li> </ul>	<ul style="list-style-type: none"> <li>➤ Local Neighborhood introduction program</li> <li>➤ Upgrade facilities to attract new members</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ministries to Elder Care &amp; Shut-ins</li> <li>➤ Neighborhood Coffee house</li> <li>➤ Full-time Pantry for Food and Clothes</li> <li>➤ Commitment to Companion Diocese</li> <li>➤ Vets' Home Ministry</li> <li>➤ Emergency Shelter</li> <li>➤ Ministry Outreach to Visit Shut-ins</li> </ul>




**FOCUS QUESTION:**

"What are the things that we, the people of St. John the Baptist, can do to increase attendance, improve our discipleship, broaden our concept of stewardship and further develop our outreach and service to the surrounding community?"

**UNDERLYING CONTRADICTIONS**

WHAT IS BLOCKING US FROM MOVING TOWARD OUR VISION?

WE HAVEN'T TAUGHT PEOPLE TO EVANGELIZE	NO SPECIFIC MARKETING PLAN	WE THINK: "PEOPLE RESIST CHANGE." DO THEY?	RELUCTANT TO BE DISCIPLES	FAILURE TO EMBRACE DIVERSE CULTURES AND PEOPLES	NO COMPREHENSIVE STEWARDSHIP EDUCATION PROGRAM	CURRENT SPACE LIMITS OUR OUTREACH, MINISTRY, GROWTH & COMMUNITY LIFE
<ul style="list-style-type: none"> <li>➤ We Don't invite people to church</li> <li>➤ Reticence to reach out</li> <li>➤ Scared of Evangelism</li> </ul>	<ul style="list-style-type: none"> <li>➤ Need to develop Marketing Plan</li> <li>➤ Untapped Marketing resources</li> <li>➤ Underuse our PR potential</li> <li>➤ We are unknown to our neighbors</li> <li>➤ Unrealistic view of our neighbors</li> <li>➤ Ask newcomers what they need</li> </ul>	<ul style="list-style-type: none"> <li>➤ Failure to WANT new concepts and programs</li> <li>➤ Resistance to change</li> <li>➤ Need to get the Church out of the past</li> <li>➤ Too quick to shut an idea down</li> </ul>	<ul style="list-style-type: none"> <li>➤ Uncommitted to ministries @SJB</li> <li>➤ Under-utilized time and talent</li> <li>➤ Reluctance to commit</li> <li>➤ Undermotivated parishioners</li> <li>➤ We don't ask</li> <li>➤ 1 or 2 Parent working families limited free time</li> <li>➤ Afraid of change</li> </ul>	<ul style="list-style-type: none"> <li>➤ We undervalue our youth</li> <li>➤ Unrealistic view of our parishioners</li> <li>➤ We only deal with our own culture</li> <li>➤ Reluctant forgiveness / compassion</li> </ul>	<ul style="list-style-type: none"> <li>➤ Devalued Financial Plan</li> <li>➤ Unfamiliar with ways to give</li> <li>➤ Stewardship is not year round</li> </ul>	<ul style="list-style-type: none"> <li>➤ Space is confusing</li> <li>➤ Limited building space</li> <li>➤ Space has a generic look</li> </ul> <p style="text-align: center;"><b>INCONSISTENT ORGANIZATION AND EXECUTION BLOCKS EFFECTIVENESS</b></p> <ul style="list-style-type: none"> <li>➤ Ministries need more organization</li> <li>➤ Failure to follow through with stated goals</li> <li>➤ Does our work model our mission statement</li> </ul>

<b>FOCUS QUESTION:</b>			
<p>"What are the things that we, the people of St. John the Baptist, can do to increase attendance, improve our discipleship, broaden our concept of stewardship and further develop our outreach and service to the surrounding community?"</p>			
<b>STRATEGIC DIRECTIONS</b>			
<p>What innovative, creative, substantial actions can we take to deal with our underlying contradictions and move us towards our vision?</p>			
<p>Bridge Difference Through New Experiences</p>	<p>Tell People Who We Are</p>	<p>Create New Ways to Welcome and Share</p>	 <p><b>I SHARING OUR LIFE IN CHRIST WITH OTHERS</b></p>
<ul style="list-style-type: none"> <li>➤ Develop an international social event</li> <li>➤ Ethnic dinners with cultural program</li> <li>➤ Create an altar (pulpit) exchange</li> <li>➤ Congregational exchange program/field trip</li> <li>➤ Once a quarter have a service to introduce a new change / idea</li> </ul>	<ul style="list-style-type: none"> <li>➤ Advertise in neighborhood newspapers</li> <li>➤ Form committee to develop formal marketing plan</li> <li>➤ Create SJB pamphlet that tells all about us</li> <li>➤ Talk to retirement communities to see who would like to attend</li> </ul>	<ul style="list-style-type: none"> <li>➤ Conduct Church-wide evangelism training</li> <li>➤ Offer gift card at drawing at newcomers brunch</li> <li>➤ Offer self improvement workshops</li> <li>➤ Develop biblical garden for meditations for all</li> <li>➤ Seek out other organizations for outreach partnership</li> </ul>	
<p>Involve People and Seek Feedback</p>	<p>Compile People's Gifts For Ministry</p>	<p>Organize Ministry Leadership</p>	 <p><b>II INVOLVING ALL IN COMMITTED DISCIPLESHIP</b></p>
<ul style="list-style-type: none"> <li>➤ Survey Congregation for their needs</li> <li>➤ Come up with a list of ideas and ask the parish to rate them</li> <li>➤ Post church mission statement in parish hall</li> <li>➤ Vestry to publish goals for congregation buy-in</li> </ul>	<ul style="list-style-type: none"> <li>➤ Talent Bank</li> <li>➤ Survey congregation to find time and talents</li> <li>➤ Find network of talents / surveys - soft sell</li> <li>➤ Input survey results into software</li> <li>➤ Commitment Card listing time, finance, ministry</li> </ul>	<ul style="list-style-type: none"> <li>➤ Have organized Program Leaders help others (train)</li> <li>➤ Ministry Implementation Team</li> <li>➤ Paid Ministry Coordinator / DRE</li> <li>➤ Re-establish periodic ministry leader meetings</li> <li>➤ Procedures / binders for different functions, ie church picnic, kitchen help</li> <li>➤ Organize all congregation work day</li> <li>➤ Paid youth worker</li> </ul>	
<p>Develop Comprehensive Stewardship Plan</p>	<p>Optimize Facility Use</p>		 <p><b>III BEING FAITHFUL STEWARDS OF GOD'S GIFTS</b></p>
<ul style="list-style-type: none"> <li>➤ Stewardship Committee - not just the vestry</li> <li>➤ Form Stewardship Committee for Financial Planning</li> <li>➤ Refinance mortgage to add buildings</li> <li>➤ Pamphlets for trusts including financial classes</li> </ul>	<ul style="list-style-type: none"> <li>➤ Signs to lead people to nursery, worship center - made by youth group</li> <li>➤ Develop formal facilities management plan</li> <li>➤ Buy a tent to expand space</li> </ul>		

<p align="center"><b>FOCUS QUESTION:</b></p> <p align="center">"What are the things that we, the people of St. John the Baptist, can do to increase attendance, improve our discipleship, broaden our concept of stewardship and further develop our outreach and service to the surrounding community?"</p>			
<p align="center"><b>FOCUSED IMPLEMENTATION: What will we actually do in the next year? In the next 90 days?</b></p>			
	<b>Current Reality</b>	<b>First Year Accomplishments</b>	<b>2-3 year success indicators</b>
<p align="center"><b>I</b></p> <p align="center"><b>SHARING OUR LIFE IN CHRIST WITH OTHERS</b></p>	<ul style="list-style-type: none"> <li>➤ We teach our youth to evangelize; few others</li> <li>➤ Invite people to church</li> <li>➤ Newcomers brunch</li> <li>➤ Website - Facebook</li> <li>➤ Habitat for Humanity - Soup Kitchen</li> <li>➤ Diverse Lenten offerings</li> <li>➤ Minimal advertising - no marketing plan</li> <li>➤ No curb appeal - no sprinkles</li> <li>➤ We recognize visitors</li> <li>➤ "The Peace" may be too long</li> <li>➤ "The Peace" may be all right</li> <li>➤ Hit or miss newcomers program</li> <li>➤ Unappealing brochure</li> <li>➤ No Sunday AM Youth ministry</li> <li>➤ We can't use most of Chilton Hall</li> <li>➤ Few young families with kids</li> </ul>	<ol style="list-style-type: none"> <li>1. Quality marketing plan</li> <li>2. Well designed brochure</li> <li>3. "SJB" oval sticker</li> <li>4. Upgraded front sign</li> <li>5. Well marked and lit entrance to church</li> <li>6. Enhance newcomer ministry</li> <li>7. Educate re: "The Peace"</li> <li>8. Enhance Coffee Hour</li> <li>9. Offer a cultural dinner</li> <li>10. Set up two pulpit exchanges</li> <li>11. Evaluate and update our communications methods. (Myspace, Facebook, getting hits)</li> </ol>	<ul style="list-style-type: none"> <li>➤ Church is full - add a 3<sup>rd</sup> Sunday AM service</li> <li>➤ 30-40 Sunday AM Youth Group</li> <li>➤ We need Chilton Hall back</li> <li>➤ People know what SJB means</li> <li>➤ SJB paid visit to companion dioceses - Western Mexico, Dar Es Salaan</li> <li>➤ Saturday Night Coffee House</li> <li>➤ Pulpit Exchange (4X year)</li> <li>➤ Congregational Field Trip (2X year)</li> <li>➤ Explore/Learn Latino culture for future outreach.</li> <li>➤ Marketing plan in place &amp; functioning</li> <li>➤ Partnership - presence in retirement communities</li> <li>➤ Quarterly cultural event</li> <li>➤ Eye catching, marketing church front for all to see</li> <li>➤ We presence and quality printed material</li> </ul>
<p align="center"><b>II</b></p> <p align="center"><b>INVOLVING ALL IN COMMITTED DISCIPLESHIP</b></p>	<ul style="list-style-type: none"> <li>➤ Segmented Ministry Leadership</li> <li>➤ No Talent Bank</li> <li>➤ Untapped Gifts for Ministry</li> <li>➤ Unorganized / unwritten ministry data, SOP's, goals, plans</li> <li>➤ Low level of commitment</li> <li>➤ No discipleship education</li> </ul>	<ol style="list-style-type: none"> <li>1. Review and revise the mission statement and publish it everywhere.</li> <li>2. Create binder of ministry guidelines always subject to revision</li> <li>3. Complete a talent bank (asset Map) of entire congregation</li> </ol>	<ul style="list-style-type: none"> <li>➤ Paid full time youth worker</li> <li>➤ Maximize use of talent Bank - tracking and placement</li> <li>➤ Paid FT Ministry Coordinator - DRE</li> <li>➤ High level of commitment - 80% involved</li> </ul>

<p style="text-align: center;"><b>II</b> <b>INVOLVING ALL IN COMMITTED DISCIPLESHIP</b></p>	<ul style="list-style-type: none"> <li>➤ Few feedback methods</li> <li>➤ Some don't connect to the discipleship message.</li> <li>➤ Some highly committed disciples - servant ministers</li> <li>➤ No spiritual gifts inventory in place for regular use.</li> <li>➤ Mission Statement not visible</li> <li>➤ Vestry goals not published</li> <li>➤ Gifts for ministry software unused</li> <li>➤ No volunteer ministry coordinator</li> <li>➤ No paid youth worker</li> <li>➤ Established way of worship</li> <li>➤ People don't understand all the services available to them.</li> </ul>	<ol style="list-style-type: none"> <li>4. Vestry, Parish leadership and 25% of congregation complete Spiritual Gifts Inventory.</li> <li>5. Create a pew communications tool (paper and pen) for feedback</li> <li>6. Post Vestry goals.</li> <li>7. Have a congregation-wide Appreciative Inquiry summit.</li> <li>8. Re-establish quarterly Parish Leadership meetings.</li> </ol> <p>Explore and implement DOCC program - Disciples of Christ in Community.</p>	<ul style="list-style-type: none"> <li>➤ Established ministry leader training program</li> <li>➤ 80% understand their gifts and are using them!</li> <li>➤ People know the mission statement</li> <li>➤ Six outreach opportunities per quarter</li> <li>➤ Robust discipleship education program</li> <li>➤ Systematic ways of obtaining feedback</li> <li>➤ Up to date SOP binder for all ministries</li> <li>➤ Regular meetings of parish ministries leadership</li> </ul>
<p style="text-align: center;"><b>III</b> <b>BEING FAITHFUL STEWARDS OF GOD'S GIFTS</b></p>	<p style="text-align: center;"><b>Current Reality</b></p> <ul style="list-style-type: none"> <li>➤ No Tent</li> <li>➤ No Stewardship Committee</li> <li>➤ Minimal Signage</li> <li>➤ Nursery improving</li> <li>➤ Budget tight</li> <li>➤ Pledging good - some tithers</li> <li>➤ Little knowledge of other ways to give</li> <li>➤ Have not tapped the wider financial pool</li> <li>➤ Untapped alternative revenues</li> <li>➤ No year round stewardship education happening</li> <li>➤ We don't promote planned giving</li> <li>➤ We have a large, beautiful piece of property</li> </ul>	<p style="text-align: center;"><b>First Year Accomplishments</b></p> <ol style="list-style-type: none"> <li>1. Visible directional signs for property</li> <li>2. More routine communication re: Financial Statement of Mission</li> <li>3. Create Stewardship Committee</li> <li>4. Draft (implement) Year round stewardship education plan</li> <li>5. Pay diocesan assessment for this year</li> <li>6. Increase congregational awareness of what Diocese does</li> <li>7. Initiate CAP program</li> <li>8. Mini Stewardship University</li> <li>9. Explore maximum use of facilities for rental income.</li> <li>10. Utilize in-house talent for building program.</li> </ol>	<p style="text-align: center;"><b>2-3 year success indicators</b></p> <ul style="list-style-type: none"> <li>➤ Fully functioning stewardship committee ]/ year round education</li> <li>➤ Fully funded Financial Statement of Mission</li> <li>➤ Increased number of pledges and tithers</li> <li>➤ Building capital funds accounts</li> <li>➤ Working facilities plan in place</li> <li>➤ CAP program to build</li> <li>➤ Implemented Ask-Thank-Tell</li> <li>➤ 30 Member Legacy Society</li> <li>➤ Have wills planning workshops</li> </ul>

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<b>FOCUSED IMPLEMENTATION: What will we actually do in the next year, In the next 90 days? Who will do it? When?</b>				
	2 <sup>nd</sup> Quarter - Apr/May/Jun	3 <sup>rd</sup> Quarter - Jul/Aug/Sept	4 <sup>th</sup> Quarter - Oct/Nov/Dec	1 <sup>st</sup> Quarter - Jan/Feb/Mar
<b>I SHARING OUR LIFE IN CHRIST WITH OTHERS</b>	<ul style="list-style-type: none"> <li>➤ Educate re: "The Peace"</li> <li>➤ Offer a cultural dinner</li> <li>➤ Set up two pulpit exchanges</li> </ul>	<ul style="list-style-type: none"> <li>➤ Well designed brochure</li> <li>➤ "SJB" oval sticker</li> <li>➤ Enhance Coffee Hour</li> <li>➤ Enhance newcomer ministry</li> </ul>	<ul style="list-style-type: none"> <li>➤ Quality marketing plan</li> <li>➤ Evaluate and update our communications methods. (Myspace, Facebook, getting hits)</li> </ul>	
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