

2015 Growth Plan

Growth and congregational development is vital to a thriving congregation.

Our church is staffed to support a congregation of up to 150 people, yet our member base hovers around 100, with new members roughly counterbalancing departing members. A larger congregation means more volunteers to carry out our work, more members to participate in fundraising, music and special events, more chalice circles in more geographical areas and times, more diverse discussions, more community outreach, greater financial stability, and the list goes on.

In 2013 a Growth Committee was formed to collect and evaluate input from the congregation, set goals in response to that input, weigh options for achieving those goals and present to the board a series of steps to achieve the recommended objectives. The result is the following growth plan, accepted by the Board of Trustees.

Five Year Plan: Increase membership from ~100 people today to 150 people by June 2019.

2015 Goals in Support of Five Year Plan:

1. Increase membership to 110 people by July 2015.
2. Focus on in-place growth--consider relocation after five year plan is accomplished.
3. Engage the satellite leaders to work with the worship committee to coordinate content and focus on a more cohesive growth campaign.
4. Form a permanent communication committee and task with the following growth -related projects:
 - Develop a vibrant social media network within our community to engage UUs who may be reluctant to attend a church gathering.
 - Investigate feasibility of building a permanent sign on Lake Meade Blvd and add to the FY2015 budget if appropriate.
5. Increase congregational involvement in the following areas:
 - Tabling events with strong UU presence at selected community events
 - Welcoming and befriending new visitors.
6. Develop recommendations for the 2016 budget to make our building more attractive and welcoming.
7. Strategize a targeted community outreach plan in accordance with the UUA branding beta-test guidelines.
8. Work the conversation about growth and welcoming into all areas of the congregation's life