Unity Renaissance 2020 Strategic Plan

Vision: A spiritually awakened world living in peace, love and joy.

Mission: We transform lives that transform the world.

Core Values:

- Love
- Acceptance
- Creativity
- Spirit-Centered
- Community

I Strategic Intent #1: Unity Renaissance grows from a strong foundation. Our ministry requires a foundation that enables congregants to expand their spiritual understanding, feel safe and welcome in their environment, and know their tithes and offerings are contributing to the long-term stability of the Unity Renaissance staff and facility.

Objective 1.1 – Develop a leadership staffing and organizational structure to support congregational growth.

Actions:

1.1.1 Generate paid staff job descriptions that provide clear task alignment and set accountability/responsibility.
   
   Champion: Senior Minister  
   Timing: Complete by June 2014

1.1.2 Generate volunteers’ job descriptions that provide clear task alignment and set accountability/responsibility.

   Champion: Senior Minister  
   Timing: Complete by September 2014

1.1.3 Develop a Board of Trustees proposal for updating the Youth and Family Ministry Director position.

   Champion: Senior Minister  
   Timing: May 2014

1.1.4 Select a Youth and Family Ministry Director and have in place.

   Champion: Senior Minister  
   Timing: September 2014
**Objective 1.2 – Provide a facility that serves our Unity Renaissance ministry.**

**Actions:**

1.2.1 Develop an overall plan for renovation needs, and establish a renovation plan and cost for each project (e.g., roof, HVAC, sanctuary, kitchen, bathrooms, etc.).
   
   *Champion: Facilities Committee*  
   *Timing: By June 2014*

1.2.2 Develop a roof replacement plan and establish bid options for different roof types.
   
   *Champion: Facilities Committee*  
   *Timing: May 2014*

1.2.3 Replace the roof.
   
   *Champion: Board of Trustees*  
   *Timing: March 2015*

1.2.4 Complete sanctuary renovation project.
   
   *Champion: Board of Trustees*  
   *Timing: February 2016.*

**Objective 1.3 – Establish a Financial Plan that provides growth of operating funds.**

**Actions:**

1.3.1 Begin quarterly contribution process from the operating fund into the Money Market fund.
   
   *Champion: Board Treasurers*  
   *Timing: April 2014*

1.3.2 Build $60,000 of cash reserves in the Money Market fund.
   
   *Champion: Board Treasurers*  
   *Timing: By September 2015*

1.3.3 Establish a Capital Campaign for facility renovation projects in support of the Facilities Committee.
   
   *Champion: Board President*  
   *Timing: By October 2014*

1.3.4 Complete Capital Campaign fundraising program and complete funding requirements to support renovation projects.
   
   *Champion: Board President*  
   *Timing: By February 2016*

*Established Focus Areas: Tech/Sound/Lighting improvements, UR tithing practices.*
II Strategic Intent #2: Unity Renaissance is a thriving spiritual community. We are a spiritual family, grateful for our ability to worship and experience sacred services that inspire us to be more. Our UR relationships and educational experiences occur not only in the Sunday service, but throughout the week, and include empowering music programs and classes for youth and adults.

Objective 2.1 – Establish multiple sacred services that provide a variety of spiritual experiences throughout the week.

Actions:

2.1.1 Develop a congregation survey process to investigate ideas and needs for expanding Unity Renaissance spiritual services.
Champion: Executive Administrator Timing: June 2014

2.1.2 Develop a plan to implement new services at non-traditional times and using different communication methods.
Champion: Senior Minister Timing: August 2014

Objective 2.2 – Develop an inspiring and empowering New Thought-compatible music program that extends beyond the traditional Sunday services.

Actions:

2.2.1 Generate a Board proposal to implement a New Thought-compatible music program at Unity Renaissance.
Champion: Senior Minister Timing: May 2014

2.2.2 Update Music Ministry job descriptions.
Champion: Senior Minister Timing: June 2014

2.2.3 Implement New Thought-compatible music program at UR.
Champion: Senior Minister Timing: By December 2014
Objective 2.3 – Create an educational program that extends to all levels of seekers and across all ages of congregants.

Actions:

2.3.1 Develop and implement an Adult Education survey to determine congregants’ continuing education and LUT needs.
   Champion: Cindy Mills   Timing: June 2014

2.3.2 Generate, staff, communicate and implement an annual Adult Education program.
   Champion: James Scott   Timing: September 2014

2.3.3 Create a yearly calendar of events and curricula for Youth and Family Ministry that will inform and engage families and support teachers and assistants.
   Champion: Senior Minister/YFM Director   Timing: December 2014

Objective 2.4 – Develop and implement a Welcoming Practice plan.

Actions:

2.4.1 Download resource from Web.
   Champion: Executive Administrator   Timing: April 2014

2.4.2 Do initial assessment.
   Champion: Executive Administrator   Timing: May 2014

2.4.3 Develop plan.
   Champion: Board VP/Executive Administrator   Timing: June 2014

Established Focus Areas: Small Group Ministries, Chaplain/Congregation Care Program, Social Groups
III Strategic Intent #3:  Unity Renaissance builds bridges in the world.  We are a spiritual family that serves our community and the world to make a difference. The empowering Unity message is one to be shared and marketed in the community. Spiritually-focused social action is provided throughout the year in ways that are meaningful to our congregants.

**Objective 3.1 – Increase the accessibility and visibility of our message locally and in the world.**

*Actions:*

3.1.1 Develop and implement an online program to increase visibility.
*Champion: Board VP*  
*Timing: July 2016*

3.1.1.1 Identify possible elements for the strategy  --  By June 2014

3.1.1.2 Identify costs, licenses, technology needed  --  September 2014

3.1.2 Develop and implement a long-range comprehensive Marketing plan, including additional opportunities through branding.
*Champion: Board VP*  
*Timing: March 2015*

3.1.2.1 Recruit a UR Marketing Team  --  By July 2014

**Objective 3.2 – Establish a coordinated spiritual social action program that serves our congregation, the community and our world.**

*Actions:*

3.2.1 Identify teams and leadership for all Spiritual Social Action teams.
*Champion: Senior Minister*  
*Timing: June 2014*

3.2.2 Generate a Spiritual Social Action calendar that captures and coordinates activities.
*Champion: Director of Community Outreach*  
*Timing: September 2014*

3.2.3 Generate a tracking process for Spiritual Social Action Teams for leaders to measure participation.
*Champion: Director of Community Outreach*  
*Timing: December 2014*

Established Focus Areas: Support to UWM and Unity Eastern Region, interfaith activities.