

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.

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.