

2021 Strategic Planning Initiatives

Strategic Intent #1: Strengthen our internal organization to meet the needs of current Unity Renaissance congregants and provide a solid foundation for growth.

Objective 1.1 – Rebuild our volunteer teams by filling current vacancies and bolstering team leadership.

Objective 1.2 -- Develop a volunteer management program that includes strategies for recruiting, training, supporting, motivating, and recognizing volunteers.

Objective 1.2 – Develop a staffing plan and organizational structure to maximize internal effectiveness, rebalance workloads, and support congregational growth.

Strategic Intent #2: Make maximum strategic use of our expanded facility to become a thriving, 7-day-a-week spiritual center.

Objective 2.1 – Pursue weddings and wedding receptions as a prosperous new line of business for Unity Renaissance.

Objective 2.2 – Cultivate and secure rentals from compatible outside organizations to bolster revenues and foster new partnerships.

Objective 2.3 – Develop and pursue plans for an early childhood education school at Unity Renaissance that meets the educational and spiritual needs of young children.

Objective 2.4 – Develop and implement plans for a Unity Renaissance café/coffeehouse to serve congregants as well as the general public.

Objective 2.5 – Plan, schedule, and host monthly social events at Unity Renaissance to bolster a sense of community and strengthen connections among congregants.

Objective 2.6 – Expand classes, workshops, and partnerships to create a healing center that serves the body, mind, and spirit needs of internal and external constituents.

Strategic Intent #3: Grow the Unity Renaissance community/audience three-fold over the next three years through an organized, concerted marketing initiative.

Objective 3.1 – Develop a comprehensive marketing plan with clear objectives and strategies, and dedicated funding.

Objective 3.2 – Broadcast the Unity Renaissance Sunday service on TV.

Objective 3.3 -- Develop a funding plan for a digital external sign that can be used to promote the events, activities, and services at Unity Renaissance.