

**1st UMC, Waverly, Strategic Plan 2013 – 2015**  
**Approved July 30, 2013, Version 4.0**

This Strategy Plan comes within the context of the historic and ongoing ministry of First United Methodist Church. The foundation of this Strategic Plan is rich and strong ministries already in place that nurture the congregation and reach out to the wider community. Some of the objectives of this Strategic Plan supplement established and ongoing activities. In addition, some objectives provide new opportunities for mission and ministry by, for, and through the congregation of First United Methodist Church of Waverly.

Form new teams as needed and utilize existing committees to accomplish stated goals.

Recruitment Goal for new teams:

The target membership for the new teams will be persons that are not currently a part of the current leadership core. As the plan states, we will “use the church directory to intentionally expand our list of who we make contacts with when seeking” new team members(Goal I, Obj. 1) Place team sheets on Sanctuary windows after initial team members have been secured. This will allow members to sign up to a team of their choice.

Our prayer is to secure participation by at least 90% of our church community during the year. Participation is defined by attending worship at least quarterly and being active in a committee, circle, group, or team within the life of the church. This will be tracked in office with semi-annual report to the Church Council in May and November.

**Strategic Plan Goals:**

**Goal I: To bring the Good News of salvation to our community and our world**

**Goal II: To engage and excite our members about participating in the life of the church community**

**Goal III: To fund a visionary budget that grows as we anticipate the physical and program needs of the church to meet the needs of Goals I and II.**

The Objectives of the stated goals are listed in chronological order on the following pages. The first set of objectives start this fall, the second set of objectives start in January of 2014, a third set of objectives start in the spring of 2013 and the final set of objectives unfold in the fall of 2014.

The objectives assigned to current committees or that will be done by the Office and/or Pastor are listed on the concluding pages.

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### Fall 2013

Objective: Reach out to our individual networks and show our behavior as disciples.

Timeline: Fall 2013 and ongoing (Goal I, Obj. A)

***Team of 3-4 in place by October*** that finds resources to write an article for each newsletter that illustrates living out our faith through our individual networks. On the second Sunday of each month, the team gives a 45 second presentation regarding this objective.

Objective: Promote our special services and events (Goal I, Obj. C)

Timeline: **Team in place by August** with work at designated times throughout the year

Door hangers: **50 members**, ages 15-30, will distribute door hangers; 20-25 doors each;  
Sunday, August 18<sup>th</sup> for Kick-Off Sunday and October Barbecue  
December 8<sup>th</sup> for Christmas related events  
May 4, 2014 for Mothers' Day and VBS invite

*After worship; provide quick luncheon with orientation, give hangers and addresses/maps to volunteers, have a group prayer and send folk out. No more than 25 addresses per person. Each person will need less than 60 minutes to distribute door hangers.*

*Order six-foot subs for groups, can drinks and chips. Food pantry and worship times on all door hangers.*

Office will make Post cards for members to hand out or mailed out by office for Christmas and Lenten seasons

Objective: Mittens, Scarfs, coats: (team in 20's and 30's) (Goal I, Obj. D.3)

Timeline: annual, November-December.

***Team of 4-6 in place by September*** to organize November collection. Request to congregation for specific needs via Oct/Nov newsletters, November worship bulletins, November bulletin board postings, web-site and Facebook, and announcements in worship in November. Have team provide space for donations; organize, deliver or distribute the items either locally or in Lincoln. This objective could have multi-faceted organizations on the receiving end (homeless shelter, Operation Santa, individual families in Waverly, etc). Web-site, facebook & newspaper photos.

Objective: Develop a Community Garden (Goal I, Obj. E.3)

Timeline: Team in place by October, with detailed presentation to Church Council by January with start date in spring 2014

***Team of 6-8 in place by October*** to explore the idea by talking with Missouri River District UMM Big Garden project and others in fall of 2013. Identify ground in north church lot for the Community Garden. Detail planning over the winter with presentation to Church Council in January 2014. Monthly newsletter updates starting in 2014 to raise awareness and create support. Web-site, facebook posts in planning process and local newspaper photos when operational.

Objective: Set up a system for identifying who is missing worship and other activities and follow up with them. Identify barriers like health issues, transportation, etc. (Goal II, Obj.B.2)

Timeline: Fall and ongoing

Pastor will track attendance weekly. Through phone calls and home visits Pastor will identify barriers for participation such as health or transportation. ***Team of 2-3 in place by October*** to be available to provide transportation to worship/activities as needed.

Objective: Use the website more (Goal II, Obj. C.4.c)

Timeline: October 2013 and ongoing

***Team of 2-3 in place by October.*** Weekly updates on web-site per Scott and Dawn.

Objective: use Facebook as a marketing tool (Goal II, Obj. C.4.d)

Timeline: October 2013 and ongoing

***Team of 4-5 with 1 coordinator in place by October.*** Team members will take photos with their Smart phones of all church events, place photos with tag lines on church Facebook in real time. Let participants know so they might repost the photos. Encourage members to re-post church Facebook posts on their pages so their friends and family can see what is happening at First UMC.

Objective: Host a live nativity and invite the community to participate (Goal II, Obj. C.7)

Timeline: Each December

Leaders: Al Blankenship and Bruce Sedivy. Provide leaders with ***team of 3-4 in place by October*** for planning and recruitment of needed people and props.

## **January 2014**

Objective: Provide training of the members to be welcoming. (Goal II, Obj. C.2)

Timeline: 2014 and ongoing.

***Team of 6-8 in place by January.*** This is a team that is willing to get in front of the congregation to provide skits addressing the concept of welcoming folk to church. The team will include members that are able to write stories/messages for worship screen, newsletter, and church Facebook to remind and encourage members to be welcoming. Team will review welcoming materials (provided by Pastor) at January meeting and select best materials. Develop game plan at January and February meetings. Implement game plan for worship and print in March – May 2014. Review, revise, update game plan over summer of 2014 and implement program again September – May 2014-15.

Objective: Continue Waverly Area Community Food Pantry (Goal I, Obj. D.1)

Timetable: Start new process January, ongoing

**Team of 4-6 in place by January.** *Although the Food Pantry is open during regular office hours the team may establish specific times that the Food Pantry is open each week. Designate volunteers to be present. Develop an ongoing list of needs for donors. Develop guidelines for how often a household can access the food pantry. Have sign in for folk. Provide a handout with a list of other resources in the community for those receiving food to utilize, including worship and Sunday School times. Place article in community paper and include times for food pantry on all door hangers we give out throughout the year. Plan UMYF pick up of food in spring and fall.*

Objective: Continue mission trips (Goal I, Obj. D.3)

Timetable: Annual Youth summer trips

*Veranda, Scott and Youth plan a youth mission trip for Summer of 2014, to Omaha through UMM. Depending on numbers, stay at Shreve's place or St. Luke UMC. Showers at each place. Or plan a mission trip to a destination with work and "tourist attraction" like Chicago (Scott could help on details with Omaha or Chicago).*

### **Spring 2014**

Objective: Disaster Kits (team in 20's and early 30's) (Goal I, Obj. D.3)

Timeline: annual, April/May.

**Team of 4-6 in place by March.** *Organize April-May collection. Request to congregation for specific needs via March/April newsletter, April/May bulletins, April/May bulletin board postings, web-site and Facebook, and announcements in worship in April and May. Have team provide space for donations; organize and deliver to Annual Conference. Web-site, FB, and local newspaper photos during collection/distribution.*

Objective: Host a local thrift store (Goal I, Obj. E.2)

Timeline: Start planning in April of 2014 with goal of opening by spring of 2015

**Team of 4-5 in place by April** *to explore the idea. Visit other stores, identify space within church or community for the thrift store. Detail planning in fall of 2014 with presentation to Church Council in November 2014. Monthly newsletter updates starting in Fall of 2014 to raise awareness and create support. Web-site, facebook updates in planning process and local newspaper photos when operational. Target open in spring of 2015.*

Objective: Backpacks (team in 30's and early 40's) (Goal I, Obj. D.3)

Timeline: annual, July/August.

**Team of 4-6 in place by May.** *Organize July/early August collection. Request to congregation for specific needs via June newsletter, July bulletins, July bulletin board postings, web-site and Facebook, and announcements in worship in July. Have team provide space for donations; organize, deliver or distribute the items either locally or in Lincoln. Web-site, facebook and local newspaper photos during collection/distribution.*

Objective: Host a free meal for the community (Goal I, Obj. E.5)

Timetable: Start fall of 2014

***Team of 6-8 in place by May*** to plan for fall and spring Community Meal for families. The fall meal be on Halloween night. This gives parents one less thing to plan for on a busy evening. Talk with Weeping Water UMC to see how they do it. The spring meal TBD. Newsletter and local newspaper articles in September and October to raise awareness. Web-site, facebook and local newspaper photos during events.

Objective: Identifying a good book to give away in the community (Goal I, Obj. E.6)

Timeline: Book give away starting in fall of 2014

***Team of 3-4 in place by May*** to plan Semi-Annual Book give away. Detail planning over summer. Newsletter articles once Council approval is given and place article in local newspaper the month(s) of the distribution. Web-site, facebook and local newspaper photos at distribution point.

Objective: Letters citywide for Vacation Bible School (Goal I, Obj. B.3)

Timeline: Spring 2014

Letter written by Kathryn and send by out by office. In addition to door hangers, send out letter to all in Waverly on 5-19-14

#### **Fall 2014**

Objective: Host some kind of weekday childcare option (20's/30's team) (Goal I, Obj. E.4)

Timeline: **Team in place by October 2014** with detailed presentation to Church Council by January with start date in fall 2015

*Identify team of 6-8 persons to explore the idea by visiting other weekday childcare options in surrounding communities in latter half of 2014. Identify space within church for it. Detail planning over the winter with presentation to Church Council in March of 2015. Monthly in-house media updates starting in Spring of 2015 to raise awareness.*

Objective: Establish Neighborhood Groups (Goal II, Obj. B.4,a)

Timeline: Start Fall of 2014

*Divide congregation into 8 neighborhood groups. Pastor and Church Council will address in Spring of 2014. Each group meets 6 times per year with Bible study and mixers planned by the pastor and each neighborhood coordinator. Larger groups will sub-divide as needed. In addition, please see last objective in this document.*

Objective: Buy and use marquee (Goal 1 Obj. B.4 and Goal II, Obj. C.4,b)

Timeline: 2015

*Probably not in church budget for 2014. Hands-on marketing in 2014 with marquee down the line. Office will price out marquees in 2014 and provide input to Council in **May**.*

## **Work by Existing Committees**

Objective: UMW contact cherished friends. (Goal II, Obj. A.3)

Timeline: **September 2013** and ongoing

*UMW develop list of shut-ins and make sure they receive birthday cards, gifts and personal visit from UMW throughout the year. They will share the list with Pastor Scott so he can provide pastoral visits including Communion visits around Christmas and Easter.*

## **Worship**

Objective: Continue to discuss offering more worship styles and times (Goal II, Obj. C.8)

Timetable: 2014

*Worship Committee will discern and provide options to Church Council for consideration. (Suggestions were worship at a different day and time; one service contemporary, one traditional. Additional worship “tweaks” were Sunrise, Midnight, Good Friday around Easter, and worship services around the fire pit)*

Objective: Increase opportunities for children and youth to participate in worship services

Timetable: Start in January 2014 (Goal II, Obj. C.5)

*Worship Committee will plan and coordinate with other committees. Ideas include but not limited to: a. Invite youth to come early and worship as a group; Focus once a month on kids: Use skits of Bible stories for kids to do; Designate 5<sup>th</sup> Sunday as Youth Sunday and have them conduct the worship service.*

## **Evangelism**

Objective: Identify book to give to visitors to worship

Timeline: **Evangelism meets in October 2013** with goal of having books by December. Evangelism Committee select book(s) to give to visitors to the church. Evangelism committee will consider purchase of a devotional book/resource to provide to worship visitors and people who drop by the church at other times.

Objective: Reach out to former Greenwood UMC members and other rural neighbors (Goal I, Obj. F)

Timeline: 2013 – 2015: *Pastor Scott sends out letter to former members of Greenwood UMC in **August, 2013.** Evangelism Committee plans further steps.*

Objective: Connect with people on a personal level at church and in the community.

(Goal II, Obj. B.3) Timeline: **Fall 2013** and ongoing

*Evangelism Team will provide messages to church office to be projected on screen during worship each Sunday to encourage folk to do so.*

### **Church Council plus...**

Objective: Develop more community activities (Goal II, Obj. C.4,e)

Timeline: First new activity by summer of 2014

*Develop list of present community activities hosted by 1<sup>st</sup> UMC at **January Council meeting**. Evaluate the value of each. Drop any event that is not effective. Add at least one new event annually starting with a new summer or fall event for 2014. Develop team for each new event created.*

Objective: Conduct focus groups by age groups: 20, 30's etc. to identify how the church can provide support for various age groups. (Goal II, Obj. B.4,b)

Timeline: Spring, 2014. *Developed by Council. Intentional recruiting of people of a common age to specific teams will also address this objective of the strategic plan. In addition, Please see last objective in this document.*

Objective: To provide financial support for programs (Goal III, Obj. A)

Timetable: Ongoing

*Finance Committee and Church Council. Each team that addresses its objective will report to the Finance Chair and Pastor the anticipated funds needed to complete their objective annually. Finance Committee will place request in budget to be reviewed by Church Council in late **September, annually**. Approved budget given to Stewardship Team for budget and mission interpretation in November to the congregation. The annual budget process will be within the context of an year round stewardship program.*

Objective: To provide financial support for building and grounds needs (Goal III, Obj. B)

Timetable: Ongoing

*Trustees, Finance Committee, and Church Council. Trustees identify annual costs of building and grounds needs and report amount to Pastor and Finance committee by September 15th. Finance Committee will place request in budget to be reviewed by Church Council in late **September, annually**. Approved budget given to Stewardship Team for budget and mission interpretation in November to the congregation. The annual budget process will be within the context of an year round stewardship program. A special Capital Campaign will be developed when date for new elevator is determined.*

### **Pastor and/or Office**

Objective: Grow our Family Relief Fund by increasing in-house promotion

(Goal I, Obj. B) Timetable: Begin in **November, 2013** and then ongoing

*Pastor writes clear description of what it is, who it assists, and parameters for providing assistance. Include in church newsletter in Feb, May, August, and November, letting folks know how they can contribute, plus a story of recent assistance given. Place article in Waverly newspaper March, June, and September for those who might utilize the fund.*

Objective: Provide a way of helping members know each other: name tags with a storage rack for them at church. (Goal II, Obj. C.6)

Timeline: Fall 2013

*Office will price options in August for review by church council in **September, 2013**.*

Objective: Make a personal connection with members of our church at least once a year (Goal II, Obj. A.1&2) Timeline: **August 2013** and ongoing  
*Pastoral contact, in person or over the phone, quarterly. Pastor will provide updated contact information to the church office in an ongoing basis.*

### **Natural Results of Overall Process**

Objective: Increase attendance in worship by 10% annually with quarterly reports (Goal II, Obj. C) Timetable: 2013 and ongoing

*In addition to specific task for each team, this goal will be stated within the context of Matthew 28:16-20 and prayed about by each team that is established to accomplish the tasks of this strategic plan. In addition, put this message on worship screen weekly during offering as well. Attendance will be tracked by office and reported to Church Council quarterly.*

Objective: Increase in-house advertising (Goal II, Obj. C.4,a)

*Each action step noted in all the objectives of this strategic plan include specifics for increasing in-house advertising via church newsletter, bulletin boards, worship screen, web-site and church Facebook page.*

Objective: Establish small groups with common interests. (Goal II, Obj. B.4,c)

*The common interest will be the particular objectives of this strategic plan. Some of the small groups will be short term in nature and others will be ongoing due to the nature of the goal they are pursuing. Please see next goal as well.*

### ***This Objective is not specifically in the plan but suggested by Pastor Scott***

Objective: Establish Upper Room Small Groups

*Timeline: Begin group(s) in fall of 2013 and establish groups in ongoing basis  
Develop small groups that are neighborhood based and/or age level that have members committed to reading the Upper Room daily. The small group meets weekly to discuss the questions at the back of Upper Room devotional booklet. Group members will keep one another in their prayers between meetings.*