

# Strategic Planning Goals

## May 18, 2010

### Evangelism and Membership

1. The E & M Committee will oversee a campaign to:
  - Produce a tri-fold, color brochure featuring GSPC members, worship, ministries, service, and study to be distributed through pew racks, visitor bags, new member packets, hotels, and other means.
  - Produce a video featuring GSPC members in worship, ministry, service and study. The video will be used at the proposed new Hospitality Center. It will be included in visitor bags, on the web, and a variety of other circumstances. Development of the video will include potential use with local TV stations.
  - Develop radio spots for football season on local country, rock and/or sports talk stations.
  - Continue mailers to targeted zip codes in order to promote ministries and worship among the unchurched.
  - Provide business cards for church members featuring the church on one side and ministry information on the other for distribution among potential members.
  - Send a PDF to members in business and industry for in house distribution and attachment to bulletin boards (no more than one per week, no less than one per month).
  - Replace the 300 Government Street outdoor sign with a new larger sign that includes a “bulletin board” for promotion of events, programs, and services.
  - This campaign will begin during the summer of 2010 and, as funds are available, be completed by the end of year.
  
2. Develop a permanent Hospitality Center located inside the Jackson Street entrance. The Center, developed by the E&M Committee in consultation with the Property Committee, will be staffed each Sunday by members to welcome visitors and members and will serve as a distribution cite for brochures and promotional pieces at other times. The Center will be operational by December 1, 2010.
  
3. Foster a culture of hospitality and growth at GSPC by:
  - Creating awareness of and passion for the Great Commission and the Mission of GSPC.
  - Exploring the challenges, perils, and opportunities of GSPC’s context for mission.
  - Sponsor an evangelism series on Sunday, September 9, 12, 26 to train members in the theory and practice of evangelism.
  - Establishing a date for the congregation to annually renew Baptismal vows using the order of service or one like that found in the Book of Common Worship.
  - Sponsor Invite-a-Neighbor Sundays.
  - Provide seasonal letters to the Session, Diaconate, Sunday school classes, and Bible study groups that will offer prayers for, wisdom, and instruction on hospitality and church growth.
  - Asking officers to park in the Central Parking Lot on Sunday mornings in order to provide additional and preferred parking to newer and potential members.

- Using “Minutes for Mission” to keep the congregation aware of the “how’s” and “whys” of hospitality and growth.
- This plan will go into place by fall 2010.

## **Worship**

1. Implement time management procedures for worship services to insure that worship begins at 11am and concludes by 12pm including communion and baptismal Sundays. (Effective immediately)
2. Sponsor unity and fellowship by asking the congregation to take communion in unison beginning Pentecost Sunday, May 23, 2010.
3. Actively include children and youth in worship leadership. Means will include: Children’s Choirs, Scripture Readers, Ushers, Acolytes and like services. (Effective immediately)
4. Promote improved hymn singing by establishing a hymn selection committee to include the pastors, music ministries staff, and others selected by the pastor for that purpose. (Effective immediately)
5. Plan additional services of worship to be scheduled regularly throughout the year such as Service of Wholeness or mid-day, mid-week services. (Effective immediately)

## **Christian Education**

1. Create greater accountability among officers and leaders by developing a *Covenant for Leaders* by September 2010.
2. Grow our members in discipleship by involving members in small group ministries. The CE Committee will evaluate existing Bible studies and Sunday school classes to determine which, if any, GSPC cohorts are underserved. The evaluation will be completed by September 2010. New groups will be started as needed to foster increased participation.
3. Establish a regular meeting time for small group leaders so that they may a) pray together, b) exchange ideas about curriculum, group dynamics, etc. c) explore collaboration, d) receive and exchange information about potential new group members; and, e) Support each other as small group leaders. Beginning September 2010.
4. Communicate regularly with GSPC's college and graduate students through letters, care packages, and electronic media to encourage their connection to the church and help guide them to membership in a church where they live should they not return to Mobile. Beginning August 2010.
5. Develop new and innovative approaches for getting and keeping children active in the music and fine arts programs at GSPC beginning August 2010.

## **World Mission**

1. Create opportunities for GSPC members to participate personally in World Mission by partnering with the Presbytery of South Alabama's Yucatan Work Trips beginning August 2010.
2. Create opportunities of GSPC members to participate personally in World Mission by partnering with Dan & Elizabeth Turk and Frank & Nancy Dimmock in Africa beginning August 2011.
3. Communicate World Mission efforts and opportunities regularly through the church website, Facebook, promotional materials, minutes for mission, and other media beginning August 2010.

## **Stewardship**

1. Reaffirm our commitment to proportional giving based on a tithe or ten percent of after tax income and use this standard to guide and inform GSPC's stewardship ministry. Effective Immediately.
2. Create a plan for "year-round" stewardship. (To be prepared by the Stewardship Committee by August 17, 2010.)
3. Use GSPC's small groups as a medium for promoting stewardship goals beginning August 2010.
4. Devise a plan for improved communication of the goals, needs, and achievements of GSPC's mission and ministry by August 2010.
5. Devise a plan for matching ministry and mission needs with member gifts and talents by September 2010.
6. Offer classes on Financial Planning and Stewardship. (Plan developed by Stewardship in consultation with CE by September 2010.)
7. Explore shifting GSPC's fiscal year to July-June along with moving "stewardship season" to Eastertide. The study along with recommendations is to be completed by the Stewardship Committee and submitted to the Session for consideration by October 2010.