



First Christian Church Vision Action Plan 2011-2012

During the first part of 2011, a small group of board members was appointed to review the congregation's vision action plan and to set forth a new set of ministry goals for 2011-2012. Through prayer, Bible study, and plenty of conversation, the group developed the following plan to guide our ministry for the next two years. The full board affirmed this plan at its May meeting.

COMMUNICATING WHO WE ARE AND ATTRACTING PROSPECTIVE MEMBERS

1. Establish a team to lead a significant marketing and research initiative in order to better understand how we can communicate who we are to the community and resonate more effectively with the prospects we are trying to attract.

Considerations and activities could include:

- Videos
- Brochures
- Signage
- Published articles
- Special events/speakers/services
- Community service projects
- Visits/research at other churches
- Solicit feedback from newer and younger members and attendees

2. Establish a college ministry, both on campus and at our facility. Leverage Hillyer Memorial and our own college students to obtain expertise and ideas. Utilize an intern, as well as UNCG Disciple students, to lead the effort. (Church Growth)

3. Establish a small team to brainstorm research and propose potential "big ideas" that can help us to achieve our vision. An example might be offering childcare services.

NURTURE OUR CURRENT MEMBERSHIP

1. Seek ways to recognize and publicize significant accomplishments and milestones for members. (Staff and assigned volunteers, including Youth)
2. Develop a program to reach out to members whose attendance has declined, through phone calls and visits. (Elders)
3. Provide ongoing training for Elders, Deacons and other Lay Leaders to enhance their effectiveness. (Elders Chair, Deacons Chair and Board Vice Chair)
4. Encourage involvement in small groups through improved communication efforts. (Pastor and Communications/Technology Specialist)

ENGAGE WITH OUR COMMUNITY

1. Continue our outreach focus at the Servant Center, Cone Elementary, and with our Garden Ministry. (Outreach)
2. Look for ways to participate in community events as a congregation, such as the Human Race. (Outreach)
3. Seek additional opportunities to engage our adult members in mission work, both in and outside of Greensboro. (Outreach and Staff)

ENGAGING PROSPECTIVE AND NEW MEMBERS

1. Create opportunities to bring established and new members together, including our Montagnard attendees, such as Dinners of Eight or similar events. (Church Growth and Congregational Enrichment)
2. Continue focus on effective ways to follow up with visitors, and "adopt" prospective new member families, as well as provide information about our denomination and customs. (Church Growth and Congregational Enrichment)