

First Presbyterian Church

Long Range Planning

Goal and Objectives

First Presbyterian Church will:

1. Increase membership/participation with a focus on young families

Short TermGoals:

- a) hire an interim/intern with a focus on Christian Education and Youth
- b) start a focused ministry with support for single parents
- c) charge the Deacons to reach out to church members who don't attend regularly
- d) reconstitute dinner clusters or similar opportunity meet and connect

Long TermGoals:

- e) begin the process to employ a staff person with a focus on family ministry
- f) focused ministry with support for single parents

2. Ensure high quality programming for all ages including Sundays, Wednesdays, and community programming

Short TermGoals:

- a) revisit current Sunday School model for children and youth to increase effectiveness
- b) continue quality bible instruction for adults on Wednesday nights and Sunday mornings
- c) offer a class on what it means to be a Presbyterian
- d) hire staff (reference goal 1)
- e) continue to invite programing into our church such as Great Decisions
- f) continue high quality musical opportunities for all ages
- g) plan additional summer activities on a regular basis to complement Wednesday programs during the school year
- h) continue the campaign for purchasing a van/transportation
- i) promote opportunities to attend programs at Montreat and Holston Camps

Long TermGoals:

- j) ongoing opportunities to discuss what it means to be a Presbyterian
- k) hire staff (reference goal 1)
- l) explore a church retreat at Holston Camp

3. Increase the visibility and opportunities to serve our community and our world

Short TermGoals:

- a) Include a Moment for Mission as part of the invitation for the offering during the church service on a weekly basis
- b) develop a catalog of mission and outreach projects we currently support
- c) explore new focused outreach opportunities with missions we currently support i.e. Opportunity House, Sunset Gap and others

Long TermGoals:

- d) explore and plan intergenerational mission opportunities
- e) explore partnerships with other Presbyterian Churches in the community

4. Increase the effectiveness of our communications internally and externally

Short TermGoals:

- a) create a task force to examine our communication systems to include
 - website
 - The Bell
 - social media
 - phone tree
 - emailed communications
 - other
- b) charge above task force with examining the church's branding and propose ways to implement effective branding
- c) moment for mission (reference goal 3)
- d) promote what we do well via the newspaper and other local media as well as social media
- e) encourage leaders to use personal contact to invite congregants to be involved in the church
- f) install electronic bulletin boards at entrances to provide appropriate information to congregants and visitors

5. Achieve ongoing financial stability

Short Term Goals:

- a) share a financial report with congregants on a quarterly basis utilizing the church service, The Bell, and/or other appropriate means
- b) invite congregants to share reasons for giving on a quarterly basis during the church service, in The Bell, and/or other appropriate means
- c) begin promoting the opportunity to give electronically
- d) begin sending offering envelopes to youth after they are confirmed