

## St. James Strategic Plan – Base Plan v 1.1

**Mission: TO WELCOME ALL TO GROW IN LOVE OF GOD AND NEIGHBOR**

**Vision: TO BUILD COMMUNITY THROUGH MINISTRIES THAT STRENGTHEN OUR FAITH**

**2020 - 2022 OBJECTIVE:** Over the next three years, St. James Church will increase capacity for ministry by growing its resources (people, money and use of campus) to serve the people of the congregation and the Greater Wilmington community.

<b>GOALS Fiscal Year ending (2022)</b>				<b>STRATEGIES</b>	<b>PLANS (Owner/ Due-Date)</b>
<b>Strategy</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>		
Strategy 1	<ul style="list-style-type: none"> <li>•Establish baseline: Church attendance, music program, service time, bulletin</li> </ul>	<ul style="list-style-type: none"> <li>•Households +10%.</li> <li>•Choir +20% adult, +15% younger</li> <li>•Wednesday suppers +2 activities</li> <li>•Change service times according to survey</li> </ul>	<ul style="list-style-type: none"> <li>•Households +15%</li> <li>•Choir +25% adult, +20% younger</li> </ul>	<p><b>Strategy 1 Sunday morning: Spiritual, Hospitable and Diverse</b></p> <p><b>Energize the Sunday morning experience to create a more hospitable, diverse, and spiritually enriching community.</b></p>	
Strategy 2	<ul style="list-style-type: none"> <li>•Compile list of ministries offered</li> <li>•Review each ministry</li> </ul>	<ul style="list-style-type: none"> <li>•Parishoners participation by 10%</li> <li>•Non-parishoners by 5%</li> </ul>	<ul style="list-style-type: none"> <li>•Parishoners participation by 10% over 2021</li> <li>•Non-parishoners by 5%</li> </ul>	<p><b>Strategy 2 Increase Participation in Ministry</b></p> <p><b>Increase participation of parishoners and those outside the Parish in the ministries offered by St. James Parish.</b></p>	
Strategy 3	<ul style="list-style-type: none"> <li>•Identify new possible uses +5</li> <li>•Partner with 3-5 churches/organizations that further our Mission</li> </ul>	<ul style="list-style-type: none"> <li>•New uses for campus +4</li> <li>• Partner with 3 churches/organizations that further our Mission</li> </ul>	<ul style="list-style-type: none"> <li>•New uses for campus +6</li> <li>•3 Joint activities with churches/organizations that further our Mission</li> </ul>	<p><b>Strategy 3 Use Campus of SJP as a Ministry</b></p> <p><b>Use the campus of St. James Parish more fully in pursuit of our mission</b></p>	
Strategy 4	<ul style="list-style-type: none"> <li>•\$1.5M stewardship</li> <li>•+10% increase over current pledging units</li> <li>•+15 Pledges over \$5,000</li> <li>•+5 Planned gifts</li> </ul>	<ul style="list-style-type: none"> <li>•\$1.8M stewardship</li> <li>•+ 25% increase over current pledging units</li> <li>•+25 Pledges over \$5,000</li> <li>•+15 Planned gifts</li> </ul>	<ul style="list-style-type: none"> <li>•\$2.2M stewardship + \$7M in Foundation gifts</li> <li>•+ 50% increase over current pledging units</li> <li>•+50 Pledges over \$5,000</li> <li>•+25 Planned gifts</li> </ul>	<p><b>Strategy 4 Increase Annual Giving</b></p> <p><b>Challenge all members to increase financial support for St. James Parish</b></p>	
Strategy 5	<ul style="list-style-type: none"> <li>•Review and confirm size of the St. James Parish Family</li> <li>•Establish plan for growth</li> </ul>	<ul style="list-style-type: none"> <li>•Increase the size of the St. James Parish Family by 15%</li> </ul>	<ul style="list-style-type: none"> <li>•Increase the size of the St. James Parish Family by 15%</li> </ul>	<p><b>Strategy 5 Increase New Members</b></p> <p><b>Invite new members intentionally and creatively to St. James Parish</b></p>	

DATE: 2021-01-16