



**Strategic Plan**  
**Revised February 1, 2025**

## EXECUTIVE SUMMARY

All Faiths Unitarian Congregation adopts this plan to enhance the life of the congregation and provide organizational sustainability by committing to the following goals:

1. *To sustain a connected community*
2. *To inspire lifelong personal and spiritual growth*
3. *To honor our commitment to improve our greater community*
4. *To responsibly support and maintain our facility, programs, and staff*

## STRATEGIC PLAN

All Faiths Unitarian Congregation chose *four GOALS* with **objectives** and *actions*. We believe that implementing the plan will improve congregational life, grow membership, and positively affect our *future*.

Each *action* is assigned to the Minister, the Board of Directors, a committee/team of the Board or congregation. The Board of Directors oversees the overall implementation of this plan. **The Board of Directors will meet annually to determine our progress and report to the congregation.**

### Goal 1. Sustain a Connected Community

#### Objective A. Welcome All Seekers

All Faiths Unitarian Congregation welcomes people of all races, ages, ethnicities, and gender identities who hold diverse beliefs. We are certified as a Unitarian Universalist Association's Welcoming Congregation.

**Action 1:** Encourage visitors to become members and to become actively engaged with congregational activities, actions, and committees.

-Assigned to the Membership Committee & congregational leaders.

#### Objective B. Develop Paths to Membership

**Action 1:** To support the path to active membership, provide information through the monthly newsletter detailing opportunities to participate. The newsletter and all membership-related materials will be updated regularly. Membership orientations are provided at least semi-annually.

-Assigned to the Board of Directors and Membership Committee

**Objective C. Care for each other in practical and spiritual ways**

All Faiths understands that ministry relationships are not only to minister to members, but also member to member. People come to All Faiths seeking community. Most wish to be connected to something greater than themselves and to have deep, meaningful connection to other people.

**Action 1:** Connections may include visits, card writing, email, and/ or phone calls.  
-Assigned to the Care and Support Team

**Action 2:** Develop programs on end-of-life preparation, care giving, family life changes as well as educational opportunities on peer-to-peer pastoral care ministry.  
-Assigned to Minister

**Action 3:** Offer a range of classes, committees, social events, and social justice activities to fulfill our mission and to foster in-gathering among our congregants to actively explore new opportunities for practical and spiritual connections.  
-Assigned to the Minister

**Objective D. Tell our story to the outside community**

All Faiths intends to communicate its mission regularly to the broader community with the clear conviction that if more people knew about us, more people would visit. To support our desired growth, we must expand the congregation's outward reach with new expressions, strategies, and partnerships. We must share a simple and portable message of who Unitarian Universalists are.

**Action 1:** Establish an advertising budget for the congregation and test ad placements on a variety of media and venues. Seek free advertising print, media and at outreach events.  
-Assigned to the Board of Directors.

**Action 2:** Increase our involvement with socially progressive organizations in our service area by offering our energy and our building to help their efforts. Encourage liberal causes through the use of our space.  
-Assigned to the Social Action Teams.

**Goal 2. Inspire Lifelong Personal and Spiritual Growth****Objective A. Develop an embodied Unitarian Universalist faith.**

All Faiths currently offers a range of education programs that extend the religious understanding of participants.

**Action 1:** Collect and assess data on what types of faith formation activities people want, and what works, and what doesn't work to develop a comprehensive plan for faith formation offerings for all ages.

-Assigned to the Child and Youth Program and Board

**Objective B. Expand and integrate our programs to deepen our Services, Lifespan Religious Education, and Social Justice Action.**

Provide a richer, more comprehensive and convenient experience. We will help our members and friends move towards courage, trust, commitment and personal transformation

**Action 1:** Provide thematic ministries, lesson plans, and on-line materials so participants can continue to explore outside of service times.

**Action 2:** Experiment with different types of music, themes, storytelling and ritual in our services to complement the relevant theme for Congregants and to attract younger and/or more diverse members

**Action 3:** All Faiths will continue to offer additional workshops and Courses that our congregation will support.

-Action items 1-3 assigned to the Director of Music, Minister and others as necessary.

**Objective C. Enhance our children and Youth to blossom into more confident and compassionate "UUs"**

**Action 1:** Promote Sunday Child and Youth Programs to increase the number of children and youth involved. Such an increase would not only increase attendance on Sundays it will offer a richer experience to our children and youth.

**Goal 3. To honor our commitment of improving our greater community**

We will build on the variety of social action programs that our members support, and the level of social change they achieve which are truly impressive.

**Objective A. We will engage and promote social justice in our community and out into the World**

**Action 1:** Evaluate the need for a Coordinator of Social Justice Programs to seek ways to be more visible in the Community as the congregation that works for Social Justice.

-Assigned to the Board of Directors and Social Action Teams

**Action 2:** Sponsor public forums for issues of interest to the community. All Faiths will be recognized as a center for liberal religious values. We will sponsor programs, such as public forums, speakers, and other activities of interest to the public and hold the activities at All Faiths or co-sponsor the events with other UU

congregations, Inter-faith organizations and others who share our values.

**Action 3:** Continue to work with Community Social Justice Programs. The congregation will determine their support of various causes.

-Action items 2 and 3 Coordination assigned to the Board of Directors, Minister and Social Justice Teams

### **Objective B. Work toward a sustainable, just and healthy environment**

Our members lead several groups that take positive steps toward a healthy environment and our facility reflects that. We commit to these Actions to reflect our values.

**Action 1:** Provide workshops or Sunday services at least semi-annually that provide practical advice about how to conduct our lives with appropriate sensitivity and individual responsibility for the environment.

-Assigned to the Climate Action Team and Sunday Service Team

**Action 2:** Minimize the environmental footprint of our building. Any future modifications or improvements should take into consideration the then-current developments in environmental conservation, energy management, and building techniques to assure that All Faiths continues down the path of responsible environmental stewardship. Continue to maintain a Green Sanctuary Program in accordance with UUA requirements.

-Assigned to the Climate Action Team and the Board of Directors

**Action 3:** Encourage elected officials to support positive environmental legislation and implementation

-Assigned to the Climate Action Team

## **Goal 4. Responsibly Maintain and Support Our Staff, Facility, and Programs**

### **Objective A. Employ staff that can support the congregation in living its mission and vision.**

All Faiths has a proud history of incredible efforts by our members and friends, and we are aware that our mission and vision can be more enhanced with the aid of paid staff.

**Action 1:** Evaluate annually the staffing requirements to support congregational activities, building maintenance and organizing for up-keep and improvements. Plan funding in the annual budget.

-Assigned to the Board of Directors and Finance Committee.

**Action 2:** Strive to remain a UUA fair compensation congregation.

-Assigned to the Board of Directors and Finance Committee

**Objective B. Maintain and improve our property.**

**Action 1:** Improve audio visual equipment to allow improved sound and visual ability, the ability to project images, films, lyrics, live streaming or recording of Sunday messages.

-Assigned to the Board of Directors

**Action 2:** Continue to develop and encourage volunteer participation in the upkeep of our Memorial Garden and grounds maintenance consistent with Green Sanctuary standards.

**Action 3:** Coordinate work at the building. We intend to fairly share in the work of maintaining our building and grounds among members, utilizing their time and talent thus increasing their ownership of the congregation. Create events to thoroughly clean up and improve the building and grounds on at least a semi-annual basis.

-Action items 2-3 assigned to the Building and Grounds Committee

**Objective C. Create a more financially stable congregation.**

**Action 1:** Assist members and friends understand and participate in our successful Stewardship and Legacy programs. Offer this training at least every year.

-Assigned to the Stewardship and Legacy Committee.

**Action 2:** Seek funding to pursue restructuring/repurposing our building in accordance with architectural evaluation. Develop a Capital Campaign.

-Assigned to the Board of Directors and Finance Committee

**Objective D. Realistically assess our facility to accommodate our needs and future growth.**

We must plan better utilization of our current space. Consider an expansion with sufficient parking.

**Action 1:** Work with an architect to evaluate the suggestions and provide a feasibility plan to restructure our building to accommodate more of our needs with sufficient parking. Any building modifications must consider sustainability and energy footprint reduction (including use of solar energy).

**Action 2:** When the timing is appropriate to make decisions based on architect's report, develop a financial / capital plan and a Fundraising Campaign to fund the plan.

-Action items 1&2 assigned to the Climate Action Team, Finance Committee and the Board of Directors