

Wittenberg Lutheran Church Strategic Plan – July 2016, Version 5

**Vision:** **Gathered** in baptism, **fed** by worship, **sent** out as servants.

**Mission:** Wittenberg Lutheran Church is united by Christ in baptism, fed through worship, learning and fellowship and sent out to care for the needs of our members, community and the world.

*Then Moses went up from the plains of Moab to Mount Nebo, to the top of Pisgah, which is opposite Jericho, and the Lord showed him the whole land-*

Deuteronomy 34:1

Before handing the mantle of leadership over to Joshua, Moses walks up to the mountaintop to enjoy one last view. Behind Moses, the Wilderness stretches beyond the horizon, symbolizing the people's movement from slavery to freedom, from desert to the Jordan River. In front of Moses the Promised Land reaches toward the sea, beckoning God's people to come and explore, come and seed a new future.

Vision 20+20 is a starting point; a view of what the future could look like for our families, our congregation, our community, and the Church. Behind us? Growth in ministries, space, numbers, and significance. Ahead of us? Promised Land. Our strategic plan represents seeds. Seeds of fellowship, outreach, worship, support, and wisdom await good soil and disciples who offer a willingness to plant generously. Vision 20+20 helps us chart our next steps as the people of God in this time and place. This strategic plan is expansive and ambitious, ideally suited for the spacious earth in front of us.

Peruse Vision 20+20. Write notes in the margins. Ask questions. Pray. And prepare. Prepare to lend your voice and hands to the good work ahead for God's people at Wittenberg Lutheran Church.

**Gathered:**

1. Create a facilities needs assessment for all programs utilizing the campus (worship, food pantry, youth, Preschool, outreach programs, etc.) (Objective – 1-3 Yrs.)
2. Based on the facilities needs assessment, create a Master Plan for church, cemetery, and parsonage grounds and buildings, including a use-of-space plan. (Objective – 3 -5 Yrs.) (ex. Renovation of Education Wing, Cemetery Ground improvements, Parking Lots, Outdoor Worship Space)
3. Establish a "Digital" presence through the following channels:
  - a. Expand "DVD Ministry" by offering portable DVD players for shut-ins without technology access. (Objective – 1-3 Yrs.)
  - b. Livestream and digital playback of worship services. (Objective – 1-3 Yrs.)
  - c. Establish and maintain a plan for website and social media presence. (Objective – 1-3 Yrs.)
  - d. Digital Message boards in selected areas within church. (Objective – 5-10 Yrs.)
4. Evaluate video and audio system needs in Fellowship Hall to provide overflow, presentation, and entertainment capabilities. (Objective – 1-3 Yrs.)
5. Evaluate our security needs. Plan and implement a Security Plan. (Objective - 1-3 Yrs.) (ex. Emergency and Evacuation Plans, Security Cameras)
6. Develop and execute an "Evangelism and Welcome" plan for new and prospective members. (Objective – 1-3 Yrs.)
7. Evaluate and improve communications. (1-3 Yrs.)

**Fed:**

1. Evaluate and address staffing needs. (Objective – 1-3 Yrs.)
2. Plan and execute “Family Ministry Programming” to engage families in ministries for all walks of life – youth, young adult, singles, young family, seniors, etc. (Objective – 1-3 Yrs.)
3. Plan and execute “Small Group Ministries” to encourage additional bible study, service, and devotional time. (Objective – 1-3 Yrs.)
4. Evaluate, plan, and execute additional worship opportunities based on feedback and demand from members. (Objective – 3-5 Yrs.)
5. Evaluate, plan, and execute improvements in the choir loft and related equipment to enhance music ministry. (Objective - 1-3 Yrs.)
6. Explore possibilities to strengthen ties with local congregations. (Ex. joint worship, service projects, etc.) (Objective - 1-3 Yrs.)
7. Grow the Wittenberg Endowment Fund by \$100k for long-term outreach by providing education for long-term giving. (Objective – 5-10 Yrs.)
8. Grow the Cemetery Fund Annuity by \$100k, enabling the Cemetery Annuity to provide for the perpetual care of the cemetery. (Objective - 5-10 Yrs.)
9. Budget 1% of total expenses annually and put into a savings account earmarked for “Capital Improvements.” (Ex. Carpet, painting, furniture, etc.). (Objective – 5-10 Yrs.)
10. Budget 1/10 of the bus purchase price annually and earmark for future bus replacement. Approx. \$3k annually (Objective - 1-3 Yrs.)

**Sent:**

1. Evaluate the needs of our community and develop plans to offer additional outreach opportunities through service and partnership grants (Ex. Farmer’s Market, Literacy Program, Community Garden, Counseling Center, Preschool scholarships for less-privileged youth, disaster relief team, soup kitchen, other outreach programs, etc.) (Objective – 3-5 Yrs.)
2. Develop and execute a plan for our “Preschool” ministry to ensure the financial and physical sustainability and viability of the program. (Objective – 3-5 Yrs.)
3. Develop and execute plans for “Global Mission” service and outreach (Ex. Water Project, Hunger Relief, Disaster Relief, etc.) (Objective 3-5 Yrs.)
4. Encourage Christian leadership through scholarships for church-related careers. (Objective – 1-3 Yrs.)
5. Develop and execute a plan for encouraging performing arts/musical events for the community. (Objective – 3-5 Yrs.)

**Summary:**

Vision 20+20 is an ambitious plan to strengthen faith in ourselves, the Church, community, and the world. Congregation Council shall encourage, lead, and oversee the implementation of the plan. As with any plan, Vision 20+20 will need to be monitored and improved constantly to meet our changing needs, constantly keeping our mission in the forefront. The strategic plan does not take into account many existing ministries and outreach projects in which we desire to continue and enhance.

Total Estimated Project Funding: ~\$750,000

### **In Process:**

- Current ministries and outreach programs in which we will continue to enhance.
- Budget 1/10 of the bus purchase price annually and earmark for future bus replacement
- Budget 1% of total expenses annually and put into a savings account earmarked for “Capital Improvements.”
- Encourage Christian leadership through scholarships for church-related careers
- Evaluate video and audio system needs in Fellowship Hall

### **Phase 1: (1-3 Years)**

- Create a facilities needs assessment
- Establish a “Digital” presence through the following channels:
  - Expand “DVD Ministry”
  - Livestream and digital playback of worship services
  - Establish and maintain a plan for website and social media presence
- Develop and execute an “Evangelism and Welcome” plan for new and prospective members
- Evaluate and improve communications
- Plan and execute “Family Ministry Programming”
- Plan and execute “Small Group Ministries”
- Evaluate, plan, and execute improvements in the choir loft and related equipment
- Explore possibilities to strengthen ties with local congregations
- Evaluate and address staffing needs
- Address immediate security needs. (ex. lighting)

### **Phase II: (3-5 Years)**

- Create a Master Plan for grounds and buildings
- Evaluate, plan, and execute additional worship opportunities
- Evaluate the needs of our community and develop plans to offer additional outreach opportunities
- Develop and execute a long-term plan for our “Preschool” ministry
- Develop and execute plans for “Global Mission” service and outreach
- Develop and execute a plan for encouraging performing arts/musical events for the community
- Evaluate, develop, and implement additional security needs.

### **Phase III: (5-10 Years)**

- Realize Building/Renovation projects from Master Plan
- Digital Message boards in selected areas within church
- Grow the Wittenberg Endowment Fund by \$100k

- Grow the Cemetery Fund Annuity by \$100k