



Come Here, Be Known, Share Love.
3-Year Strategic Plan

NEW Mission Tagline and Statement: *Come Here. Be Known. Share Love.*

Following Christ's command to "Love the Lord your God with all your heart, and with all your soul, and with all your mind" and "Love your neighbor as yourself." (*Matthew 22:37-39*), we strive to be a welcoming, caring, inclusive, community of faith, committed to joyfully sharing God's grace together through worship, education, fellowship, and service. Here, everyone is known and loved for who they uniquely are. Here, questions are welcomed and embraced as we explore our faith together. Here, we humbly follow Christ's call to partner with others in serving our community.

Core Values

- **Love:** In all things, with Christ's lead, we strive to love God with our whole selves, and love each other and our neighbors as we love ourselves.
- **Grace:** We revel in the saving grace of Jesus Christ, which compels us to gratefully share this good news through our words and actions.
- **Inclusion:** Just as Christ lived, we seek to embrace all people and to invite and to welcome all individuals into our church life.
- **Creative Expression:** We believe music, art, and other forms of creative expression are ways we can celebrate God's grace and excite our love of God.
- **Service:** We seek to work alongside our neighbors to meet community needs near and far as we build transformative relationships.

3 Year Vision Practical Destination Statement

Faithfully and boldly following the lead of Jesus Christ, by 2025 OPC aspires to...

- Be a vibrant faith community, known as a vital community organization, with doubled membership.
- Be financially sound with a significantly increased operating budget and with sufficient operating reserves.
- Have substantially increased member engagement and grown its staff by 1 full time or 2 part time staff and interns.
- Be known in the community for offering a large variety of intergenerational and inclusive worship, education, fellowship and service opportunities.
- Have facilities which are highly sought after by community groups, providing a need for the community and financial benefit to our ministries.

Imagine things like:



Membership grown from 100 towards 200 members with diverse ages and demographics, including OPP families, Oglethorpe University, and more – all energized and impacted by the love and acceptance of OPC, joining together to serve the community as a tight-knit faith community.



Weekly fellowship through shared meals, small groups, and other events; a variety of worship, spiritual, and educational offerings (speakers, Taizé services, retreats, etc.); service opportunities through mission partners (with whom OPC serves a unique role). Facility and space highly utilized by internal and external audiences including our newly renovated chapel.



Major renovations in several areas of the church, including the kitchen, meeting rooms, and the main sanctuary. Bathroom added upstairs in the newly renovated chapel. Outdoor improvements that benefit the local community, including a prayer labyrinth and better outdoor lighting to enhance visibility.



New program staff in place to assist with discipleship, mission, and education. In the short-term, a part-time staff, contractor and/or interns for communications or other program areas. A more effective onboarding path for volunteers to maintain and support needed ministry work.



Being well known in the area as vital and vibrant faith community for worship, education, and spiritual formation. Facilities and activities are known for serving the local community. Known for being open, welcoming, and social-justice oriented. OPP families are highly aware of OPC, have an easy path to visit or get involved.



Solid, mutually beneficial partnerships with OPP, city leaders, social justice leaders, and Oglethorpe University. Stronger mission partnerships with Suthers Center, AMIS, Mercy Community Church, and others. A new, unique, and invigorating mission partnership that addresses unmet needs in the community.



A budget grown to \$500K (from \$300K in recent years) with increased pledge amounts and numbers of unique pledges from new members. Greatly increased funding from rental of our facilities to groups needing meeting space, parking, filming, and weddings. Increased missions giving. Fundraising plan in conjunction with 2024, 75th anniversary celebration.

Measures/Targets to Look For (tracking mechanisms and strategies):

- Engagement/energy and enthusiasm levels via surveys (online and in-person).
- Engagement via number of volunteers engaged in teams, programs, and events.
- Positive trending activity over 3–6-month time periods of key activities – worship, fellowship, education, etc.
- Marketing activity metrics trending up – web visitors, social media, email, and other engagement areas.
- Stabilization of financial trends – increased pledge units, increased giving.
- Membership – new people joining OPC



3 Year Action Plan Goals

- 1) **Reconnection and Fellowship** (*Come Here*): Nurture and re-energize our community as we emerge from the pandemic, together.
- 2) **Re-energizing and Equipping our Congregation** (*Be Known*): Strengthen and grow the programs we have to offer, particularly Christian Education.
- 3) **Reaching out to the Community** (*Share Love*): Grow our membership and enrich our community through existing and new partnerships.

Working together with a reorganized leadership structure we will pursue these goals, in phases, over the coming 3 years to live into our Mission Statement and achieve our Practical Vision:

| Goal/Objective and Key Team | Year 1 Actions: 2022 | Year 2 Actions: 2023 | Year 3 Actions: 2024 |
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| <p>Membership: <i>Re-connect our current members with one another as we emerge from the pandemic and create clear, inviting path for visitors to become members.</i> Key Team: Deacons</p> | <ul style="list-style-type: none"> -Reconnect to all current members with calls, visits, and/or surveys. -Assess and review process for visitors to find, connect, and to engage with the church, along with follow up, toward deeper engagement. | <ul style="list-style-type: none"> -Continue to care for on-going physical and spiritual needs of current members. -New system in place for on-boarding new visitors to membership, with follow-up activities planned. | <ul style="list-style-type: none"> -Current membership feels deeply connected and energized. -New members are involved in the process of on-boarding new visitors. |
| <p>Congregational Programs: <i>Plan robust offerings of worship, spiritual, educational and community engagement.</i> Key Team: Congregational Life (Georgia Gunter and Debbie O'Donnell)</p> | <ul style="list-style-type: none"> -Develop an effective strategy for planning programs and events that consistently draws on new people and shows clear results. -Explore possibility for program staff to assist with worship, education, and other programming. -Enhance Sunday School hour with greater ease of entry for visitors. -Fellowship events planned at least once a month, led by different members with different interest areas. -Renew small groups along with other creative opportunities for people to re-connect with each other. | <ul style="list-style-type: none"> -Children's Sunday School expands to another class. -One fellowship and/or education event planned in conjunction with Oglethorpe University. -Plan 2-4 larger community events, with at least one concert. -Small groups are self-sustaining. -Begin planning for 75th Anniversary. | <ul style="list-style-type: none"> -Weekly, self-sustaining fellowship activities. -1-2 annual retreats in place for deeper engagement with one another. -75th Anniversary activities are underway. |

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| <p>Facility & Equipment: Upgrade physical facilities to better serve the needs of the church and larger community.</p> <p>Key Team: Building and Grounds (Terry Price)</p> | <ul style="list-style-type: none"> -Create an assessment and 3 year plan with priorities and estimated costs. -Begin marketing of chapel to local community. Identify wedding planners and consider successful referral fee. -Greatly increase lighting on the grounds to enhance our visibility in the neighborhood. | <ul style="list-style-type: none"> -Feasibility assessment to raise capital in near-term for large projects. -Plan upgrades and fundraising in conjunction with 75th anniversary. -Increased usage of our facilities among community groups. -Capital campaign consultation | <ul style="list-style-type: none"> -Major facility upgrades have been completed, or are underway. -Greatly increased usage of our facilities among community groups. |
| <p>Image: Increase visibility in community to diverse ages & demographics, with particular focus on those in our immediate vicinity or connected to community partners.</p> <p>Key Team: Communications (Cathy Poley)</p> | <ul style="list-style-type: none"> -Explore possibility for communications staff member. -Create an outreach plan for marketing our church to the community. -Enhance OPC website to simplify process for visitors & community to find information needed for engagement. -Inventory and enhance content pipeline | <ul style="list-style-type: none"> -Stepped up marketing outreach activity; with presence at 1-2 key community event(s) each year. -Greatly increased social media presence -Potential visitors can easily find information about our church. | <ul style="list-style-type: none"> -Much increased web and social media activity. -Larger community has a greater understanding of OPC's identity and role. |
| <p>Community Partnerships: Strengthen and grow community partnerships in Brookhaven, meeting areas of need (Suthers Center, Oglethorpe University, OPP, etc).</p> <p>Key Teams: Serve (Thomas Paterson) and OPP Board</p> | <ul style="list-style-type: none"> -(Serve) Review & assess dedicated mission partners and criteria for new mission partner(s). -(Serve) Begin conversation and training about becoming an Open and Affirming congregation. -(Serve) Grow mission outreach to Oglethorpe University. -(OPP Board) Plan a yearly event in conjunction with OPP. -(OPP Board) Secure from OPP, an OPC events/communications liaison to deepen the relationship. | <ul style="list-style-type: none"> -(Serve) Develop a new mission partner, with whom OPC has a unique role to offer. -(Serve) Have a regular presence established at OU. -(OPP) Events planned in conjunction with OPP have become regular. | <ul style="list-style-type: none"> -(Serve) Greater involvement with new mission partner, including monthly volunteer opportunities. -(OPP Board) Events planned with OPP draw large crowds and are well-known. |
| <p>Financial Stability: Increase annual income to match increased costs of new staffing and programming, via increased pledges and # of pledging units. Raise capital to invest in property improvements determined by facility plan.</p> <p>Key Teams: Vision Support (Travis Jackson) and Stewardship</p> | <ul style="list-style-type: none"> -(VS) Explore funding of new program staff. -(VS) Explore policy for 3-4 month reserve and consider growth investments. -(VS) Research grant opportunities for ministry areas and facility improvement. -(stewardship) Recruit stewardship chair and team. -(stewardship) Review and enhance plan for growing pledges and donations. | <ul style="list-style-type: none"> -(VS) Continued review of reserve and growth investments. -(VS) Plan in depth mission study of OPP/OPC relationship to determine best future shared use of resources. -(VS) Feasibility study for a capital campaign tied to 75th anniversary. -(stewardship) Number of pledge units have increased by 25%. Pledge amounts have grown. | <ul style="list-style-type: none"> -(VS) Launch capital campaign, in conjunction with 75th anniversary. -(stewardship) Number of pledge units have increased by 50%. Pledge amounts have grown further. |