

## From Fr. Michael

*In 2008-09 our parish undertook a process of strategic planning. At the conclusion of that work, we had developed a series of broad goals for the church and school to pursue over the next three years. In 2009-10, each ministry area took those goals and established more specific objectives and strategies to advance their mission. Since that time, our staff and volunteers have been working diligently to implement the plan. This summer, I've asked the directors of our various ministries to update us on their progress. This week's update is written by Cindy Schriever, Director of Stewardship and Development, and Kathy Salman, Director of Communications, and describes the advancements made in the areas of stewardship/development and communications.*

Below are the goals that were identified during the Strategic Plan Process to further our efforts of Stewardship Development at Saint Bartholomew.

### **Goal: Increase 2012 Stewardship of Treasure pledge renewal to \$1.25 million**

**Action:** Increase 2011 Stewardship of Treasure pledge renewal to \$1 million

**Outcome:** 483 households pledged \$1,072,925

**Action:** Develop a Stewardship Development Committee

**Outcome:** The most effective means of establishing a presence of stewardship of treasure in a parish faith community is through the assistance of a stewardship committee. It would seem contradictory for a parish to encourage stewardship of treasure without taking advantage of the time and talents of a core group of individuals to lead the way. *Faithful stewards Shelly Dau, Kyle Didier, Mike Kasner, Paul Kralovec, Janet Lillevold, Katie O'Keefe, Bob Poorman, Ann Rukavina Fleming and Neil Vill began meeting December 2010.*

**Action:** Stewardship Development Committee develops an intentional nine week 2012 Stewardship of Treasure renewal timeline beginning October 1, 2011.

**Outcome:** In process.

**Action:** Stewardship Development Committee promotes moving from secular fundraising thinking (primarily concerned with the organization meeting its financial obligations) to a year round Christian stewardship model (primarily concerned with the development of individuals and their place as members of the Body of Christ.)

**Outcome:** In process.

**Action:** Collaborate with Administration and Communications regarding website credit card giving options.

**Outcome:** Completed.

**Action:** Increase automatic electronic transfers as a percentage of total giving.

**Outcome:** Participating households increased from 107 to 151 contributing \$23,748 per month for 2011.

**Action:** Continue to send parish invitation letter to non-registered households who contribute but are not registered.

**Outcome:** Ongoing with good response when addresses are made available.

### **Goal: Increase Legacy & Endowment Membership (estate planning)**

**Action:** Continue to provide information in bulletin, *Reflections* and website.

**Outcome:** Legacy Society membership has grown to include 26 members with three additional households pending legal paperwork for 2011.

**Action:** Plan Legacy recognition event for fall 2011.

**Outcome:** In process.

The Communications ministry has been charged with the goal of establishing an overall parish communications plan that connects and engages our community and ministries. We're excited to share the strategies being used to make sure we're communicating with you in the most effective and impactful ways possible.

**Strategy, Action & Outcome: Redesign the parish website to better communicate with the parish and the larger community.** In 2009 we created a site that not only captures the vision and mission of our parish but has more visual interest and functionality as well. The site has been well received and usage continues to increase. We continue to make improvements such as adding an interactive e-vite feature, making it easy for parishioners to send personalized electronic invitations to parish events such as The Gathering and Lessons and Carols, and also adding a feature for online contributions. For the future we are looking to explore whether a private, secure intranet feature fits into parish and school needs.

**Strategy, Action & Outcome: Connect with 75% of parish community on a monthly basis.** To help gauge exactly how many parishioners we connect with monthly through the weekly bulletin, *Reflections* newsletter, website and other ministry communications, we are using existing and new measurement tools such as website usage statistics and bulletin distribution numbers and event participation. We have also been exploring best practices at other churches and are planning to conduct a communications survey in the future.

About a year ago a group of parishioners and staff met to assess St. Bart's communication needs. The group reviewed our current communication tools and provided recommendations for additional tools to meet the evolving needs of our parish. One direction to enhance and expand is our communication technology tools. We tested e-communications last spring with e-blasts promoting the Images of Spring events. Response was favorable and we are planning to develop a short e-newsletter and other targeted e-communications to begin later this year.

**Strategy, Action & Outcome: Create stronger affiliations with the St. Bart's community by exploring an online parish directory and using social media.** While we are still investigating an online parish directory, we entered into the social media world with a youth ministry Facebook presence and will continue to monitor how social media fits into our communication plan.

As always we value your input and I welcome you to e-mail me at [ksalman@st-barts.org](mailto:ksalman@st-barts.org) or call (952) 473-6601. Please visit our website, [www.st-barts.org](http://www.st-barts.org) regularly to stay current on parish events and news and happenings in all our ministry areas.

To read all the strategic planning progress ministry articles that have appeared in the bulletin this summer, go to our website, [www.st-barts.org](http://www.st-barts.org), under the Community, Our Church dropdowns.