

Magnetic Church – *Next Steps!!!*

Vision Statement: Meeting disciples, transforming lives, through our journey with Christ.

Goal: To develop a mission statement and action plan (with immediate, short, medium and long-range goals) following Week's model of A.W.A.R.E. (**A**ttract, **W**elcome, **A**ffirm, **R**espond, **E**ngage) to implement the practices of inviting, greeting, welcoming and integrating newcomers into the life of our parish.

4 Focus Areas: The four main areas of focus outlined in the Magnetic Church materials are divided into four groups (below) with possible sub-committees appropriate to that area. A staff person is assigned to each focus area to help them communicate and work together without duplication of effort or cross purposes:

- A. Marketing/Presenting Your Church (Signage, Building/Facilities Committee) – Todd McDowell
- B. Communications/Media (Documents) – Janis Greenbaum
- C. Managing Growth (3-6-9, Re-Connections) – Angela Breeher
- D. Ministry of Greeting – Rebecca Dinovo

These Focus Groups are charged with the following general tasks:

- A. Marketing/Presenting Your Church:
 - 1. Conduct a property survey on the building to determine curb appeal, is it hospitable, is signage adequate, what indicates that our facility is home to a church/Christian community?
 - 2. Create community connections with other churches, local government, schools, etc.
 - 3. Get Grace Church's name out into the community through advertising and press releases (work with Communications/Media group to accomplish this.)
 - 4. Look for existing opportunities to market our church to outside groups (Holiday Sale, Greentree, AA, Cub Scouts, Lab School, etc.) AND teach parish leaders to do that.
- B. Communications/Media (Documents):
 - 1. Documents/Media review (both internal/external) for style and content
 - 2. Inventory what we've got to determine what we still need.
 - 3. Use language that emphasizes our discipleship, ministry and mission. Use language that is rooted in theology and be sure to include clergy in proofing final copy.
 - 4. Facilitate increased member participation/assistance in taking photos at parish events, posting on Facebook and providing content for web, newsletter, announcements, etc.
- C. Managing Growth (3-6-9, Re-Connect, Blueprint for the Future)
 - 1. Work w/Greeters to identify visitors/newcomers
 - 2. Work with other groups to integrate newcomers/visitors and get them involved at Grace (Grace on the Go, Choir, Fellowship, Church School, Altar Guild, Men's Breakfast, etc.)
 - 3. Define transition process for a Visitor's name going from Greeters to 3-6-9 Committee for integration and then next steps.
 - 4. Find ways to reach out to new and established members (Re-Connect) and provide opportunities for involvement to get them *reconnected*.

5. Follow “Blueprint for the Future” guidelines in Weeks’ Magnetic Church handout (starts on p. 4 of 7 in Managing Growth section) suggesting ways to restructure for growth, redefine structure, profile and redevelop/initiate groups, and transform congregational culture to bring about “organic change” (transform “obligation” into *spiritual motivation*, many jobs/“tasks” from the past done poorly into *fewer ministries done well*, attendance at meetings into *participation in programs*, fear of loss into *faith in abundance*, membership into *believing*, etc.)

D. Ministry of Greeting

1. Develop a plan/protocol for greeting that includes special events (weddings, Holiday Sale, parish events) and interface with Ushers
2. Select/Build teams and train them
3. Communicate/report as needed and appropriate with staff, who will disseminate/interface with other groups.

The Rector will write a letter to all Grace parishioners who attended the Magnetic Church Conference, including this draft plan of implementation, inviting them to a **follow-up session called “Magnetic Church: Next Steps” on Tuesday, January 17, from 7:00 – 8:30 p.m. at Grace** where they will have the opportunity to put to good use all that we learned at the conference.

Specific goals of the January follow-up session include presenting this draft plan and developing the four Focus Group teams. Focus Group teams will fine-tune/define their specific plan. Focus Groups will involve others in the parish (even if they did not attend the Magnetic Church Conference) to help implement and follow-through so this becomes a parish-wide effort, **involving every member and ministry**.

Subsequent regular follow-up sessions with all Magnetic Church Next Steps ministry leaders (and sub-committees?) will be scheduled at least quarterly to provide an opportunity to re-connect, interface and measure progress. In addition, sub-committees will meet separately as often as needed.

Staff will provide support along the way and become the communication “hub” among groups.