

TRINITY LUTHERAN CHURCH

STRATEGIC PLAN

2020 End of Year

“Building Relationships; Making Connections; and Building Foundations”
as part of our mission to “Worship, Connect, Serve.”

Trinity Strategic Planning Committee



February 5, 2021

Mission: BUILDING RELATIONSHIPS

Goal: Expanding Small Group Ministries and Fellowship

Responsibilities: Fellowship Team (Rick Sten, Chair); Faith Formation Team (Serena Fedor, Chair),
Staff – Kelly Falck

Action Steps	Comments / Status
Compile and describe current/active groups (in part as a map for both new and established members to participate.)	Different leaders within the Fellowship Team organize annual benchmark events. These include events such as Sundaes Concerts, Chili Cook-off, Oktoberfest, and Trinity on the Run. Leaders take the role of recruiter in each of these events. Curtailed due to Covid restrictions, but to be further developed later in 2021.
Identify potential additional small groups for ministerial development and design a plan to encourage two such group activations/regenerations each year. Publicize our "Groups of the Year."	Covid delays: to be undertaken in 2021
Identify and recruit volunteers and program materials to implement and monitor above.	This has been curtailed due to Covid, but certain virtual sessions occur. Post Covid events will be planned.

Define the future of Faith Formation based on the needs of the congregation, financial picture and growth. (New in 2020)

Task Force formed in December 2020. It will identify current events and review work breakdown by staff. Get feedback from congregation and Pastors and make recommendations for future for Faith Formation by May 2021.

Mission: BUILDING RELATIONSHIPS

Goal: Clarifying and Strengthening our Relationship with our Trinity Preschool Playgroup

Responsibilities: Preschool Playgroup Task Force (Gerrie Reddinger, Chair), Staff – Pr. Jack Horner

Action Steps	Comments / Status
Hold a brainstorming session with pertinent individuals to identify ways to achieve above.	Completed 2019.
Prioritize action steps to accomplish above.	Completed 2019.
Develop a timeline for implementation and undertake planned actions.	Completed 2020.
Maintain a “review team” of knowledgeable persons to monitor.	Ongoing. Additional rounds of monitoring planned for 2021.

Mission: BUILDING RELATIONSHIPS

Goal: Forming Missions

Responsibilities: Missions Team (Mary Ellen Hettinger, Chair), Staff – Pr. Elizabeth Frey

Action Steps	Comments / Status
Educate members (pastoral staff) through teaching and preaching on topics such as vocation and mission.	The pastors continue to educate through teaching and preaching; the events of this year have given pastors opportunities to educate members on practical ways of serving Jesus in everyday life.
Develop process to identify member gifts and integrate people into action teams with particular attention paid to new members and how to effectively use small groups to mobilize people.	As discussed in 2019 report, stewardship and church administration were added to new member classes. 2020 saw the beginning of a small group ministry through Faith Formation. Additional paths to use member gifts and resources planned for 2021.
Engage in exploration of church expansion along the Carlisle Pike corridor, in partnership with other ELCA congregations and in consultation with Synod staff.	Due to pandemic, this action step was not addressed. However, our livestream worship expanded “our net.” We engaged folks in a new way this year.

Mission: MAKING CONNECTIONS

Goal: Approaching and Engaging Inactive Members

Responsibilities: Strategic Planning Committee (Bob Frymoyer, Chair), Staff – Pr. John Brock

Action Steps	Comments / Status
Identify what has been accomplished from earlier plan.	Completed in 2019.
Prioritize further steps and develop a timeline for action.	Delayed in 2020 due to Covid.
Implement, monitor, and repeat every other year.	Next round planned for 2021.
Revise new member classes pre-joining and activities post-joining Trinity.	See Fellowship (Page 1) and Missions (Page 5).

Mission: MAKING CONNECTIONS

Goal: Enhancing Community Outreach and Ministries

Responsibilities: Community Outreach Ministries Team (Mitzi Jones, Chair) and Missions Team (Mary Ellen Hettinger, Chair), Staff – Pr. Elizabeth Frey

Action Steps	Comments / Status
Review what in previous plan has been done and what next steps should be for these and any new outreach efforts... to include the use of a demographics software program, Mission Insite (a synod-wide demographics program that has indicators for population changes) using both reporting and plotting of church member functions.	Due to pandemic, this action step was not addressed. However, both Community Outreach Ministries and Missions teams took active steps to address the affects of the pandemic on our neighbors and continued to support vital these ministry partners.
Develop a "hospitality" team for "inside" evangelism, especially for new members and guests.	Evangelism took a new form this year through our livestream worship and social media presence.
Coordinate of Missions and Social Ministries calendars with ongoing communication between the two committees and education to the congregation.	Completed.

Mission: BUILDING FOUNDATIONS

Goal: Executing Building Update and Renovation Program

Responsibilities: Capital Development Project Team (Charlie Suhr, Chair) in Consult with Finance and Property Committees, Staff – Pr. Jack Horner

Action Steps	Comments / Status
Develop goal/related action steps from Appeal results through Project Team and Charlie Suhr, Dan Reed, and architect.	Construction / renovations and security updates completed late 2020. Gathering Space / Restrooms / Library phase to be completed late January 2021. Renovations to Narthex scheduled to begin February 2021 with planned completion in Spring 2021.

Mission: BUILDING FOUNDATIONS

Goal: Developing and Implementing a Capital Campaign Associated with Above

Responsibilities: Appeal Coordinating Team (Rick Sten, Chair), Staff – Pr. Jack Horner; Stephanie Maurer

Action Steps	Comments / Status
<p>Appeal leadership team to continue the capital appeal begun in 2018 for the three-year period through Spring 2021 and beyond.</p>	<p>Additional fundraising efforts planned for 2021 with an understanding that all plans for visitations remain on hold until the time is safe and appropriate while the pandemic runs its course. In the meantime, we will continue to use the website, email blasts, letters, and social media to keep the congregation aware of the opportunities to donate and pledge to the appeal.</p>
<p>Develop capital appeal information/brochures and schedule social events announcing and stimulating the appeal. Roll out campaign through testimonials and all member contacts. Monitor commitment performance.</p>	<p>As we continue to monitor commitment performance in 2021 ...we will provide the congregation on the Trinity website updates and visuals of the progress being made in the building project to generate awareness and excitement over the changes happening at Trinity with hopes of building momentum for additional pledges and donations to the appeal.</p>

Mission: BUILDING FOUNDATIONS

Goal: Expanding Ministries Related to New Facilities

Responsibilities: Strategic Planning Committee (Bob Frymoyer, Chair), Staff - Pr. Jack Horner

Action Steps	Comments / Status
Pastoral and program staff, with input from leadership, to initiate a strategy for ministerial advancement, maximizing the potential use of our renovated and new facilities.	To include initiatives identified in the plan as well as ongoing staff programming and undertakings; to be reviewed and developed in 2021, pending completion of construction and Covid-19 delays.

Mission: BUILDING FOUNDATIONS

Goal: Rebirthing and Activating Endowment Development

Responsibilities: Endowment Subcommittee (Brian Falck, Endowment Subcommittee Chair; Daryl Ackerman, Finance Committee Chair), Staff – Pastor Jack Horner

Action Steps	Comments / Status
Further develop through Endowment Subcommittee and Finance Chair to review recent actions and develop a timeline plan of action.	Endowment sub-committee was split into two separate functions (planned giving and investment advisory), acceptance policy completed. Sub-committee will meet in early 2021.
Develop and publicize brochure on current and legacy giving opportunities.	Planned giving as a new sub-committee of stewardship team will meet after first meeting in 2021 of stewardship.
Hold forums between services on Sundays and evening sessions by financial advisors/experts on various IRS tax sheltering possibilities and planning approaches.	These efforts were deferred due to Covid-19 closing of building and impact on in-person services. Planned giving (part of stewardship team) will implement these forums in 2021.
Form Investment Advisory Team	See above.