



**Macedonia Evangelical Lutheran Church**  
 421 West Front Street; Burlington, North Carolina  
 27215; (336) 227-5554



## STRATEGIC PLAN 2009

**Critical Factor IV: Fellowship/Hospitality/Community** - Programs to Promote Fellowship, Evangelism, Member Social Interaction with Each Other, And Community Utilization of Facility (Scouting Programs, YAAC, Educational Opportunities)

**Sub-committee Chair:** Randi Dunn

**Sub-committee members:** Xylida Gee, Pattie Graves, Joan Murphy, Bill Poovey, Dave Robinson, Pastor Rust, (Barbara Lilienthal), (Bruce Moore)

**"Outcome"/Objectives:**

- Improved attendance
- Growth
- More involved and active members
- Participation
- The Church will be thriving
- Changed mindsets
- Larger offerings

GOALS	ACTIONS	RESP.	TARGET DATE
<b>Become More Welcoming</b>	Walk through like a visitor to see what's needed to find one's way	CF IV	Immediate
	Change the mindset of the congregation to become more extroverted, more open, more conversational with each other and guests	Congregation	Ongoing
	Have goody bags for visitors that includes information	Evangelism	April '09
	Have follow up letter to visitors mailed by Tuesday	Pastor and Secretary	April '09
	Start welcoming visitors in the parking lot	Men Of Macedonia	April '09
	Explore neighborhood possibilities for new members	Evangelism	
	Ask more recent members why they joined to become warmer to the needs of those looking for a church home	Council President	April '09
	Determine the right amount of time for the service. Agenda never longer than one hour	Worship and Music	
	Have regular covered dish or similar gathering every quarter	Fellowship Council WELCA Evangelism	June '09
	Place signs sticking out over doors marking classes and nursery to more easily find what the rooms are used for	Property Committee	June '09
	Create a Gathering Room and more obvious entry with information desk	CF V	Per Master Plan
	Have Offices more accessible	CF V	Per Master Plan



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GOALS	ACTIONS	RESP.	TARGET DATE
<b>Make Facilities more useable for all groups</b>	Determine "what makes other facilities more welcoming?"	CF IV	March '09
	Explore the possibility of implementing a quality well run daycare center	New Committee	
	Put the playground in a safer location	CF V	Per Master Plan
	Specific parking for visitors	CF V	Per Master Plan
	Enlarge Luther Hall to host receptions, banquets, meals	CF V	Per Master Plan
	Update the kitchen and make it accessible to Luther Hall as well as the new Gathering room	CF V	Per Master Plan
	Better storage for tables, chairs, etc	CF V	Per Master Plan
	Create large Scout storage area within any new building	CF V	Per Master Plan
	Make facilities user friendly- more outlets, better heat control	CF V	Per Master Plan
<b>Improve Communications Internally and Externally</b>	Have Service CD'S outside office for borrowing	Sound System	In progress
	Use TV, radio, newspaper for advertising our services	Publicity	May '09
	More phone tree usage	Part of New Committee	
	Update Website and stream services		
	Utilize Email blasts		
	Create Facebook page		
<b>Create Community:</b>  Visitors/ New Members/ Present Members	Goody bags	Evangelism	April '09
	More involved new member shepherd program	Evangelism	June '09
	New member classes	Pastor	September '09
	Begin small group studies	Christian Ed	September '09
	Create an additional casual, contemporary service	Council Worship and Music Pastor	September '09
	Create more events/programs that reach outside the church	New Committee	
	Offer a continuous series of themed sermons or classes with topics relevant to today's needs which may pique the interest of young adults or others in need from outside our church membership as well as within	Pastor Christian Ed	Fall '09
	Create Facilities and environment to support services (music equipment as well as services)	CF V	Per Master Plan