



First Unitarian Church of Salt Lake City
Strategic Plan

2016-2018



SUMMARY OF INTENT

The First Unitarian Church is fully committed to building an extraordinary and progressive community in Salt Lake City. The following plan is divided into five specific areas:

communications, finance, congregational life (programs), **growth**, and **welcoming**

(blending our various cultures, generations, and theologies into a respectful and dynamic church community).

The plan tries to balance personal and spiritual needs together with social outreach and mechanisms by which the church can be fiscally sustained. By working with the strategies designed to strengthen our purpose and direction, we hope that the church will not only grow numerically, but also thrive as a caring community.

MISSION

First Unitarian Church nurtures and challenges the spiritual and intellectual journey for all generations and actively engages in building a progressive and just world.

VISION: THE ENDS THE CHURCH IS SEEKING

WITHIN OUR OWN HEARTS

Everyone who comes to the First Unitarian Church will experience joyous celebration, spiritual growth, a search for meaning, and intellectual stimulation.

AMONG OUR CONGREGANTS

The congregants of First Unitarian Church will create a supportive, caring, accepting, celebratory community where everyone feels valued and contributes to the well-being of church community.

BEYOND INTO THE COMMUNITY

First Unitarian Church opens possibilities for everyone to respond to the prophetic call to create a just and equitable world.



UNITARIAN UNIVERSALIST PRINCIPLES

**We the member congregations of the Unitarian Universalist Association,
affirm and promote:**

- The inherent worth and dignity of every person
- Justice, equity, and compassion in human relations
- Acceptance of one another and encouragement of spiritual growth in our congregations
- A free and responsible search for truth and meaning
- The right of conscience and the use of democratic process within our congregations and in society at large
- The goal of a world community with peace, liberty, and justice for all
- Respect for the interdependent web of all existence of which we are a part

**Grateful for the religious pluralism which enriches and ennobles our faith,
we deepen our understanding and expand our vision through:**

- Direct experience of that transcending mystery and wonder, affirmed in all cultures, which moves us to a renewal of the spirit and an openness to the forces which create and uphold life
- Words and deeds of prophetic women and men which challenge us to confront powers and structures of evil with justice, compassion, and the transforming power of love
- Wisdom from the world's religions which inspires us in our ethical and spiritual life
- Jewish and Christian teaching which call us to respond to God's love by loving our neighbors as ourselves
- Humanist teachings which counsel us to heed the guidance of reason and the results of science, and warn us against the idolatries of the mind and spirit
- Spiritual teaching of earth-centered traditions which celebrate the sacred circle of life and instruct us to live in harmony with the rhythms of nature



OBJECTIVES

COMMUNICATION

Build a culture of communication by developing comprehensive plans to build a highly informed Church Community with internal and external programs to promote individual sharing, invite diversity, and increase involvement and retention.

FINANCIAL

Strengthen institutional viability and financial stability by building a culture of expected generosity and commitment through pledges, donations, bequests, major gifts, and fund-raising activities.

CONGREGATIONAL LIFE

Meet the needs of our congregants in all stages of spiritual, theological, and social development.

GROWTH

Grow our Church Community through welcoming, outreach, inviting diversity, and increasing involvement and retention.

INTEGRATION

Respect and value the different cultures, generations, and theological perspectives that everyone brings to our church.



COMMUNICATION

Build a culture of communication by developing comprehensive plans to build a highly informed Church Community with internal and external programs to promote individual sharing, invite diversity, and increase involvement and retention.

STRATEGIES:

1. Communicate the Strategic Plan throughout the Church community as thoroughly as possible.
2. Formulate and refine the messages for leading and living progressive lives regarding kids, social justice, the environment, the community, and individual growth in Salt Lake City and beyond.
3. Ensure the Ministers are engaged in the public conversation through the media.
4. Oversee and help execute the Church communication plan, which includes educating Staff, the Board, Committee Leaders, and the Congregation about the Strategic Plan, programs, and planning throughout the year.
5. Identify communication tools and techniques to drive Church values and to both take advantage of existing platforms and to evaluate other ways of communicating quickly and conveniently.

MEASURES OF SUCCESS:

1. Report on and illustrate key messages from the Pulpit and from links to the Board, the Congregation, Committees, Small Group Ministries, etc.
2. Track public involvement represented by writing articles, public events, panel participation, and how the Ministers and the Congregation are serving community discussions.
3. Track messages that link to the Financial, Congregational Life, Growth, and Integration Objectives of the Church.
4. Evaluate our social media and other communication efforts.



FINANCIAL

Strengthen institutional viability and financial stability by building a culture of expected generosity and commitment through pledges, donations, bequests, major gifts, and fund-raising activities.

STRATEGIES:

1. Manage financial budgets effectively and manage the financial stability of the Church.
2. Educate the Congregation to promote giving and generosity and to help them understand the needs of the Church and their personal responsibilities to be sustainable.
3. Articulate the purpose of the Church and why it is so vital to progressive ideas that change lives daily—to promote giving and caring.
4. Invest in and manage the Music Programs, Religious Education, Social Justice, and the Environmental Ministry that serve the Church, its members, and the broader community.
5. Promote the understanding of stewardship—to build a sense of ownership to ensure investments in the sustainability of the future of the Church.

MEASURES OF SUCCESS:

1. Provide accurate and timely financial reports that display the overall effectiveness and accountability of the Church budgets and financial goals, such as:
 - Endowment funds
 - The Pledge Drive
 - The Auction
 - Special gifts
2. Track and report on the overall generosity of members, non-members, and friends and identify changes, gaps, and opportunities.



CONGREGATIONAL LIFE

Meet the needs of our congregants in all stages of spiritual, theological, and social development.

STRATEGIES:

1. Build programming that encourages good communication skills.
2. Strengthen the UU Identity among children and adults and manifest those qualities in the world.
3. Develop programming to foster a keen sense of UU history, its present challenges, and provide new opportunities for personal growth.
4. Build an integrated programming plan that links to the organization's overall identity, mission, ends, and principles.
5. Expand the community that helps build and improve the program-planning process.
6. Encourage and enrich the musical traditions of the Church.

MEASURES OF SUCCESS:

1. Complete the programming assessments and plans and report on the results.
2. Measure growth and participation in congregational life.



GROWTH

Grow our Church Community through welcoming, outreach, inviting diversity, and increasing involvement and retention.

STRATEGIES:

1. Numerically decrease those who leave and increase new members for a 1-3% gain above the attrition of members who have moved.
2. Focus our intentionality and discipline to improve the “Welcoming” environment and ensure that it is warm, inviting, and compassionate and be as gracious to people, as we are fond of ideas.
3. Create a religious home for individuals, children, and families.
4. Demonstrate our progressive values and make them more accessible to all ages and ethnicities.

MEASURES OF SUCCESS:

1. Report on membership numbers to assess attrition and growth and to track the changes in demographics for diversity and change.
2. Measure Welcoming by numbers of new members.
3. Track attendance and find ways to measure the linkage to membership.
4. Track FaceBook hits, video views, website hits and other social media connections.



WELCOMING

Respect and value the different cultures, generations, and theological perspectives that everyone brings to our church.

STRATEGIES:

1. Cultivate communities of caring and an environment where people feel cared for.
2. Articulate ways to increase involvement, to keep people engaged, and to promote a sense of belonging to the Church.
3. Work to recognize, acknowledge, and engage diversity within and around the congregation.
4. Make space for new young families to find a connection in the Church community and foster a supportive community where families care for each other.

MEASURES OF SUCCESS:

1. Track enrollment in Small Group Ministries.
2. Track number of people involved in the Caring Committee.
3. Track participation in family nights.





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