



# FLEMING ISLAND UNITED METHODIST CHURCH STRATEGIC PLAN

2020-2024

FINAL: 21JAN2020

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## FOREWORD

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The Church Council met to develop the FIUMC strategic plan with the intent of implementing the plan starting in 2020. Over the course of 2 months with two in-person conference days, the Council developed this strategic plan nested in biblical teachings and the strategic vision of both the United Methodist Church and the United Methodist Church Florida Conference. This new strategic plan is the result of this amazing group of followers of Christ/leader's innovative ideas, effort and incredible coordination. Every member had a voice and a part in the development of the strategic plan and every effort was made to ensure every member of FIUMC was represented. I am incredibly proud of their energy, enthusiasm and ideas that went into formulating this plan for FIUMC's future.

~ Jamie Huggins, FIUMC Church Council Chairperson

### **Church Council Chairperson's Message**

I want to thank the FIUMC Council for sacrificing their time, but most importantly for providing talent and expertise which enabled us to complete this critical project. This dedication and support will serve as the foundational building blocks for our strategic plan, and our collective future as Christ followers with the church. Thanks again, wishing all the best in the coming New Year.

~ Jamie Huggins, FIUMC 2019 Chairperson

### **Pastor's Message**

Thank you to our 2019 Church Council for meeting to pray and catch a vision for where God might be leading us in the next few years. This team wrestled for how to say our mission statement. We would have parts and pieces, but a cohesive statement was hard to find. Through the Holy Spirit and patience emerged "Loving God, Loving Others, Sharing Jesus." It's beautiful in its simple clarity and in how it energized the team to catch a glimpse of what the coming years could be.

We weren't shy about this vision. It's not something we can do; God has to do it through us. We are going to have to be on point if we believe God is calling us to send 100 people to launch a new church in 5 years. We're going to have to be creative and on board to see our youth group expand. We're going to have to be stoked to see children and parents declare their faith in Christ Jesus. We definitely bit off more than we can chew. But it wouldn't be much of a vision if we could do it ourselves. Thank you, Church Council, for your boldness. Thank you FIUMC for your faith. Thank you all for following the Holy Spirit.

~ Mason Dorsey, Pastor

# FIUMC 2019 STRATEGIC PLANNING TEAM

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# VISIONING

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## **Mission Statement**

Loving God, loving others, sharing Christ.

## **Vision Statement**

Be a relevant, vibrant and growing church that seeks and shares God's love with the community.

## **Purpose Statement**

We believe sharing the love of God with all people unites us in faith and enables us to make disciples for His kingdom.

## **Core Values**

Celebrate and display the vibrancy of God's love!

Honor Jesus' mission!

Raise people to maturity in Christ!

Invest in His kingdom!

Seek to bring all to God!

Tell the community who Jesus is!

“CHRIST leads us in all we do!”

## Priorities/Goals

- 1) Celebrate the love of God and invite others to join in vibrant and engaging praise and worship programs.
- 2) Honor Jesus' efforts to build a diverse loving church and make disciples by bringing the local community together in Christian faith.
- 3) Help others to mature with Christ through growth in worship attendance, membership, professions of faith, and support teams.
- 4) Increase investment in His kingdom in the amount of contributions, tithes and volunteers every year.
- 5) Bring more disciples to Christ through small groups, children's programs, youth programs and events.
- 6) Develop and implement an outreach/communication strategy to spread the word of the love and relevance of this church.

## ACTION PLANS

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1. **Celebrate the love of God and invite others to join in vibrant and engaging praise and worship programs.**
  - a. Hire a Worship Leader by August 2020.
  - b. Grow the Praise Team to 2 teams of 6 people each by end of 2020.
  - c. Renovate the sanctuary starting with the stage by 2021 and the main sanctuary by 2024.
  - d. 200 Professions of Faith by end of 2025.
  - e. Youth to lead the praise and worship once a quarter.
  - f. Children to be involved in praise and worship once a month.
  
2. **Honor Jesus' efforts to build a diverse loving church and make disciples by bringing the local community together in Christian faith.**
  - a. Increase ethnic diversity by 10% each year.
  - b. Conduct one ethnic outreach mission per year.
  - c. Develop a diversity and unity promotional program.

3. **Help others to mature with Christ through growth in worship attendance, membership, professions of faith, and support teams.**
  - a. 150 Average Worship Attendance (AWA) by end of 2020.
  - b. Start 2<sup>nd</sup> service by end of 2020.
  - c. Increase AWA by 75 per year after 2020.
  - d. Send 100 people out to launch another church by end of 2025.
  
4. **Increase investment in His kingdom in the amount of contributions, tithes and volunteers every year.**
  - a. Increase revenue by \$90,000/year.
  - b. 20% of members tithe by end of 2025.
  - c. 50% of members contribute by end of 2025.
  - d. 50% of AWA are members.
  - e. Plan and conduct 4 events per year starting in 2020.
  
5. **Bring more disciples to Christ through small groups, children's programs, youth programs and events.**
  - a. 50% of AWA engaged in small groups each year.
  - b. Average 30 children per service by end of 2025.
  - c. 75 youth in Youth Group by end of 2025.
  - d. 20% of AWA involved as volunteers each year.



6. **Develop and implement an outreach/communication strategy to spread the word of the love and relevance of this church.**
  - a. Develop social media strategy by March of 2020.
  - b. Organize a minimum of 12 community engagements per year.
  - c. Maintain 5 ongoing missions and 2 one-time missions per year.
  - d. Every small group to lead & participate in a mission by end of 2021.

## ACTION ITEMS

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- I. **Celebrate the love of God and invite others to join in vibrant and engaging praise and worship programs.**
  - a. *Hire a Worship Leader by August 2020. ACTION ITEMS > Staff Parish Relations (SPR) and Finance Team working with staff to develop a budget and advertise for the position by 2<sup>nd</sup> quarter 2020. Look to interview at least 3 candidates for the position.*
  - b. *Grow the Praise Team to 2 teams of 6 people each by end of 2020. ACTION ITEMS > Led by the Praise Team Leader and newly hired Worship Leader, promote opportunities to join praise team to community. Identify 2<sup>nd</sup> Praise Team Leader. Develop music training program to encourage people to join, worship and learn together.*
  - c. *Renovate the sanctuary starting with the stage by 2021 and the main sanctuary by 2024. ACTION ITEMS > Trustees Team working with Finance Team to budget and plan for renovation of sanctuary stage area by Christmas 2021 and the main sanctuary by Christmas 2024.*
  - d. *200 Professions of Faith (POF) by end of 2025. ACTION ITEMS > Worship Team working with Pastor to develop a plan for baptism, confirmation, weddings with yearly goals. 40 POF per year.*
  - e. *Youth to lead praise and worship once a quarter. ACTION ITEMS > Worship Team coordinate with Youth Council and Youth Directors to develop plan*

for Youth led praise and worship to start in 1<sup>st</sup> quarter 2020. Develop two praise and worship teams by end of 2021.

- f. *Children to be involved in praise and worship once a month. ACTION ITEMS > Worship Team coordinate with Children's Director and Children's Support Team Lead to develop plan for Children involvement in praise and worship starting in 1<sup>st</sup> quarter 2020.*

## II. Honor Jesus' efforts to **build** a diverse loving church and make disciples by bringing the local community together in Christian faith.

- a. *Increase ethnic diversity by 10% each year. ACTION ITEMS > Assign Outreach Team and Team Lead responsibility for developing diversity ministry in 1<sup>st</sup> half of 2020. Team to work with staff to implement diversity outreach plan by end of 2020.*
- b. *Conduct one ethnic outreach mission per year. ACTION ITEMS > Mission Team responsible for coordinating with staff and Outreach Ministry to plan a mission trip to take place by end of each year.*
- c. *Develop diversity and unity promotional program. ACTION ITEMS > Assign Staff Liaison lead to work with Outreach Team and Mission Team to develop a diversity marketing and promotional plan in 1<sup>st</sup> half of 2020. Update each subsequent year.*

## III. Help others to mature with Christ through **growth** in worship attendance, membership, professions of faith, and support teams.

- a. *150 Average Worship Attendance (AWA) by end of 2020. ACTION ITEMS Worship Team to work with Pastor to set monthly goals for increasing worship attendance. Church Administrator to provide update to Church Council in each meeting.*

- b. *Start 2nd service by end of 2020. ACTION ITEMS >* Contingent upon goal of 150 AWA being met by end of 2020. This goal is to be delayed each year, if 150 AWA goal not met.
- c. *Increase AWA by 75 per year after 2020. ACTION ITEMS >* Worship Team to review actual AWA versus goals and adjust plan accordingly. A new plan with monthly goals to be published each subsequent year.
- d. *Send 100 people out to launch another church by end of 2025. ACTION ITEMS >* Identify Launch Team Leader and create 10 person Launch Team to develop plan for a new church by the end of 2022. Hire consultant and develop new church's strategic plan to implement by end of 2023.

**IV. Increase investment in His kingdom in the amount of contributions, tithes and volunteers every year.**

- a. *Increase revenue by \$90,000/year. ACTION ITEMS >* Finance Team to work with staff to develop a plan for educating members and with monthly goals for increasing revenue. Focus areas are in tithe, contributions and fund raising.
- b. *20% of members tithe by end of 2025. ACTION ITEMS >* Church Administrator to work with Finance Team to develop a monthly report of all members who tithe. Finance Team to set goals for increasing tithing for 2020 and beyond.
- c. *50% of members contribute by end of 2025. ACTION ITEMS >* Church Administrator to work with Finance Team to develop a monthly report of all members who contribute. Finance Team to set goals for increasing contributing for 2020 and beyond.

- d. *50% of AWA are members. ACTION ITEMS > Worship and Finance Team to work with Pastor and staff to set goals for increasing membership. Church Administrator to provide a monthly report on membership change.*
- e. *Plan and conduct 4 fundraising events per year starting in 2020. ACTION ITEMS > This is to be developed in conjunction with Goal #6, Item 2. Finance Team to set fundraising goals for each event each year.*

V. **Bring more disciples to Christ through small groups, children's programs, youth programs and events.**

- a. *50% of AWA engaged in small groups each year. ACTION ITEMS > All teams are small groups. Church Council to work with staff to identify all the small groups with FIUMC. Church staff to publish, by print and digital media, and update monthly list of small groups opportunities.*
- b. *Average 30 children per service by end of 2025. ACTION ITEMS > Children's Support Team to work with Children's Director to develop plan and goals for increasing # of children attending weekly services for 1<sup>st</sup> quarter of 2020.*
- c. *75 youth in Youth Group by end of 2025. ACTION ITEMS > Youth Council and Youth Council Leader to work with Youth Director's to develop plan and goals for increasing # of children attending weekly services for 1<sup>st</sup> quarter of 2020.*
- d. *20% of AWA involved as volunteers each year. ACTION ITEMS > Mission Team Lead with UMW and UMM Team Leads to work on plan to increase volunteers for all church events with goals by end of 1<sup>st</sup> quarter 2020.*

VI. **Develop and implement an outreach/communication strategy to spread the word of the love and relevance of this church.**

- a. *Develop social media strategy by March of 2020. ACTION ITEMS > Social Media Planning Task Force to work with Pastor to complete this plan. Social Media strategy to concentrate on messaging on Facebook, Instagram and Twitter with intent to expand as goals achieved.*
  - b. *Organize a minimum of 12 community engagements per year. ACTION ITEMS > Each church Team responsible for 1 community engagement per year. Team Leader responsible for confirming date, time and location with staff by end of each year. Each Team is responsible for getting budget approved by Finance Team. 4 of these events to be fundraising events with projected revenues approved with Finance Team.*
  - c. *Maintain 5 ongoing missions and 2 one-time missions per year. ACTION ITEMS > Identify 5 ongoing missions and 2 one-time missions by 4<sup>th</sup> quarter of the previous year for approval by Church Council by end of year.*
  - d. *Every small group leads/participates in a mission by end of 2021. ACTION ITEMS > Each small group is responsible for leading and ensuring members participate in at least one mission a year.*
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# STRATEGIC LEADERSHIP

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## **Church Council.**

- A. Oversees strategy development
- B. Determines staff and team leader assignments
- C. Develops measurement tools and reports for tracking progress
- D. Approves the budget

## **Church Staff.**

- A. Completes tasks and reports as assigned
- B. Implements plans and strategies
- C. Provides exceptional service and outreach to members and the community

## **Volunteer Leaders.**

- A. Forms Taskforces or Teams
- B. Provides action plan and item oversight
- C. Provides input to the budget

# SUMMARY CONCLUSIONS

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This strategic plan is the results of incredible collaboration by all members of the Strategic Planning Team. This amazing group of followers of Christ thought big in developing a road map for Fleming Island United Methodist Church (FIUMC). The big goals in this plan are massive for a small church but speak to the passion this group had for this church and their confidence that this community needs what FIUMC has to offer. Applaud them for the hopes and dreams this plan represents, but all should recognize that achieving these goals is going to take even more hard work and effort from the current members of FIUMC and all those that follow. May God bless this effort and lead FIUMC to great success in achieving these goals.

## APPENDIX

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### **References.**

- The Bible
- United Methodist Church Book of Discipline
- The Unstuck Church, by Tony Morgan
- The Traveler's Gift, by Andy Andrews
- Emotional Intelligence 2.0