

Growth	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
Increase membership to >350 (double)	<ul style="list-style-type: none"> Establish marketing program (e.g., advertising, direct mail) Understand attrition drivers 	<ul style="list-style-type: none"> Continue and expand marketing program Upgrade web site 	<ul style="list-style-type: none"> Continue marketing 	<ul style="list-style-type: none"> Continue marketing 	<ul style="list-style-type: none"> Continue marketing
Grow staff to provide expanded services	<ul style="list-style-type: none"> Hire music director 	<ul style="list-style-type: none"> Move office manager and RE director to full time roles 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Hire associate minister or youth minister (possibly share with First UU) 	<ul style="list-style-type: none"> Expand minister resources (e.g., more hours)
Expand building to support size and expanded programming	<ul style="list-style-type: none"> Develop space plan (needs, phases for expansion) 	<ul style="list-style-type: none"> Plan capital campaign 	<ul style="list-style-type: none"> Launch capital campaign 	<ul style="list-style-type: none"> Continue capital campaign Begin early phase(s) of expansion 	<ul style="list-style-type: none"> Continue building out according to plan

Social Activism	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
Be a church that gets stuff done	<ul style="list-style-type: none"> • Set priorities annually, linked with UUA priorities • Establish Green Sanctuary • Create participation opportunities at different levels 	<ul style="list-style-type: none"> • Establish one large project each year 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
Integrate social activism with other church activities	<ul style="list-style-type: none"> • Weave priority issue into worship • Establish linkage with youth activities 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Devote significant minister time to community ministry 	<ul style="list-style-type: none"> •
Establish a partnership with other denominations	<ul style="list-style-type: none"> • Identify other like-minded denominations on the priority issues(s) and establish a connection 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Join or create an interfaith alliance 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

UUA Identity	Early				Late
Create a deeper connection between UUCC and UUA/the UU community	•	<ul style="list-style-type: none"> Budget for Leadership School Create training for board and district/national delegates 	<ul style="list-style-type: none"> Pay costs for 1-2 people to go to Leadership School 	•	<ul style="list-style-type: none"> Become a district resource for UU teachings Pay costs for 2 people to go to General Assembly
Define who we are to the Richmond community	<ul style="list-style-type: none"> Develop explanatory comm. materials Provide UU content to marketing efforts 	•	<ul style="list-style-type: none"> Increase media presence on key issues • 	<ul style="list-style-type: none"> Hold workshops for the entire community on social issues 	•
Increase knowledge of UU history, principles, and people within the congregation	<ul style="list-style-type: none"> Conduct an adult class on UU faith or history Incorporate educational content into worship Develop a 	<ul style="list-style-type: none"> Add UU content to kids RE Develop a more complete and structured curriculum 	•	•	•

	<p>more formal coming of age program</p> <ul style="list-style-type: none">• Plan/ research adult learning plan• Add a new adult RE class	<p>(~6 classes) for adults</p> <ul style="list-style-type: none">• Conduct an adult class on UU faith or history			
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Spiritual Fulfillment	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
Establish additional worship activities	<ul style="list-style-type: none"> • Take action to create/maintain sacred space • Hold one worship event outdoors/year 	<ul style="list-style-type: none"> • Offer additional faith development opportunities 	<ul style="list-style-type: none"> • Offer additional services (lay or professional led) • Hold 1 alternative service/month • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Hold 1 alternative service/week
Enhance musical programs	<ul style="list-style-type: none"> • Increase "special music" opportunities 	<ul style="list-style-type: none"> • Establish children's or youth choir 	<ul style="list-style-type: none"> • Offer special music weekly 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
Integrate spiritual practice into all church activities	<ul style="list-style-type: none"> • Establish "spiritual night" for church activities • Train leaders on spirituality in church work 	<ul style="list-style-type: none"> • Start an annual church retreat 			

More Activities

- Many specific ideas for additional activities were captured
- In addition, new operating principles were developed for use as we add those activities as well as the activities needed to fulfill the other priority areas:
 - Thoughtful scheduling that creates space for spirituality/fellowship and volunteer activity as well as considering driving distance
 - Integrated activities incorporating fellowship, spirituality, social action, church “business”, and volunteer work wherever possible