

LCW Ministry Engagement Plan

Short-Term SMART Goals

Long-Term SMART Goals

LCW-STG GOAL ONE(1):

- We will engage and deploy a goal of at least 20 LCW members to collect goods to produce and give away 20 meal-boxes. As LCW folks utilize their social media connections we can demonstrate how much we care and hope to serve our communities. A successful outcome is the free disbursement of all 20 meal-boxes before the start of the New Year.

LCW-LTS GOAL ONE(1):

- As LCW strives to become proactive in our kingdom stewardship, we will survey our property and assess potential development options, in partnership with resources available through LCEF, to best utilize God's gift in these resources to support ministry. We will conduct the appropriate and necessary surveys and research required for exploring potential development, sale, or use options, as well as identify the asset value of our property and building. Showing LCW's members how God is at work to provide for His ministry here, we will present the top 3-5 most pragmatic options by the end of February for the congregation to make an official decision by the end of Q1 (March 31).

LCW-STG GOAL TWO(2):

- To increase visibility within our communities and generate excitement around LCW as a present, active church body, we will update, repair, and/or replace all LCW signage at least two weeks prior to Christmas. The benchmark of effective success will be two-fold incidental, unsolicited contact from non-members that we log and record with each connection throughout the month of December. These improvements also include tasks to be completed by Ash Wednesday (Feb 14, 2024): such as ordering new LCW-LCMS road signs from CPH; the designing, ordering, and displaying of vinyl banners with upcoming events (Advent/Christmas, etc.); and, vinyl banners/signs that can be utilized when we are present at community events (Taunton Christmas Parade, etc).

LCW-LTS GOAL TWO(2):

- Collaborating together as a leadership team, the church council of LCW will establish a dedicated time and day, and most effective means of meeting, to connect each week for a "check-in". Beginning with the new budget cycle once new council members are installed on Jan. 7, 2024, these regular weekly check-ins will improve morale and productivity by reducing stagnancy/complacency, addressing issues proactively as arise, and building camaraderie and fellowship within our leadership. As we initiate weekly check-ins across leadership in-person, across virtual meeting platforms, and via email, we will maintain accountability by recording attendance/presence.

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LCW-STG GOAL THREE(3):

- As we seek to grow in our technological fluency, we will make updates to the LCW website that not only raise our SEO score, but also grant greater opportunities for collaboration and shared responsibility in its management. Since our website and online platform will allow us to reach a broader audience with our livestream, this updates will be completed by the end of November in preparation of the Advent and Christmas seasons.

LCW-LTS GOAL THREE(3):

- As we engage members of our congregation at every faith stage and personal skillset, we want to establish key, strategic partnerships with at least five (5) leaders, businesses, or organizations within our local communities to serve as our “community insiders.” To provide clarity and prevent redundancy, we will record the names/titles of “Community Insiders.” These strategic community partnerships will allow us greater insight into the needs, concerns, and vitality of our communities. As we contact these potential strategic partners we would to connect with them in a neutral space over lunch or a cup of coffee, with out first contact to be made before the end of this calendar year.

LCW-STG GOAL FOUR(4):

- As we adjust to communicate the Gospel in a vernacular native to a digital generation, we aim to achieve a 50% increase in our social media content broadcast throughout each week. An increase in our web and social media content allows us to achieve greater prominence and a higher frequency of appearances in peoples’ social media feeds. To schedule the broadcast of this content, one half-month’s reserve of content will be developed by the end of November, with a broadcast/share schedule establish through the end of December by December 9th.

LCW-LTS GOAL FOUR(4):

- Since raising up new leaders extends the pool of responsibility and expands fresh possibilities of collaboration, we aim to have at least three (3) new leaders, who have not previously served LCW in leadership positions, identified and raised up by November 19. We will directly approach three-five different individuals that have been identified by others as having the capacity to serve in leadership, and then guide/mentor them through a Leadership pipeline.

LCW-STG GOAL FIVE(5):

- Boosting our attendance at “extra-worship” events will continue to instill a healthy spirit that LCW is a living, breathing - AND GROWING - Body of Christ! To ensure that members and folks have the opportunity to attend “extra-worship” events by hosting movie nights, guest lecturer, family craft event, thanksgiving celebration, bible study etc.), a “social-event planning person/committee” shall be in place by the end of November, and an event calendar for 2024 drafted by the end of December. As we record attendance at events, our goal is to raise engagement from our overall congregational/ organizational in “extra-worship” activities by 33%.

Short-Term Goals

Long-Term Goals

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- Engage and deploy our members to collect goods to produce and give away 20 meal-boxes
- Replace signage and increase visibility of our facility
- Redesign and develop our website as more effective means of communication utilizing a platform that allows for multiple collaborators instead of sole-maintenance
- Increase our web and social media presence by 50%
- Raise engagement from our overall congregational/organizational in “extra-worship” activities by 33%

- Survey property and assess potential development options utilizing resources available through LCEF
- Initiate and maintain weekly check-ins across leadership in-person, across virtual meeting platforms, and via email
- Establish key, strategic partnerships with five leaders, businesses, or organizations within our local communities to serve as our “community insiders”
- Identify, equip/train, and engage three new leaders who have not previously served LCW in leadership positions

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- All 20 meal-boxes are dispersed with a participation goal of 20 members
- Log incidental, unsolicited contact from non-members
- Track web traffic through familiesinchrist.org
- Double the amount of content communicated via our website and social media
- Record attendance at events

- Identify the asset value of our property and building
- Maintain accountability by recording attendance/presence
- Record names/titles of “Community Insiders”
- Three new leaders in leadership positions

- We will have members collect 20 items of the same object within the meal-box, and will then broadcast their availability through local community groups on social media that LCW members engage with. LCW members will then be available on a designated day/time for folks to come and pick up a free meal box.

- After receiving quotes/bids from 3-5 different Civil Engineering and/or Surveying firms, we will conduct the appropriate and necessary surveys and research required for exploring potential development, sale, or use options. As part of this step, a land-use attorney may also need to be consulted. Once this step is completed, we coordinate with LCEF’s commercial development specialist to explore the top 3-5 most pragmatic options we have available to present for the congregation to make an official decision.

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- We will replace our current LCMS road sign presently in disrepair with new ones purchased through CPH. Likewise, we will also design, order, and display vinyl banners with upcoming events (Advent/Christmas, etc.), as well as, vinyl banners/signs that can be utilized when we are present at community events (Taunton Christmas Parade, etc). We will also update our present signage in front of our facility, making repairs and replacements as needed.

- We will invest in a multi-user-friendly platform that allows us to collaboratively share the responsibilities and opportunities in maintaining LCW's website. Likewise, we will also invest in SEO resources that present greater opportunities for engagement with a broader audience.

- We will utilize a schedule for when we post/share relevant content, and establish/maintain consistency in when our members and social media followers can expect new content to arrive. Content will be developed collaboratively within LCW's membership using passages from Scripture, graphics/video produced in-house, stock images/videos/graphics/vectors/etc, as well as thematic content created in partnership with LCW's membership.

- We will ensure that members and folks have the opportunity to attend "extra-worship" events by hosting movie nights, guest lecturer, family craft event, thanksgiving celebration, bible study etc.)

- This opportunity will place LCW back into our communities as a church that cares and serves.

- Improving our visibility within the community will raise engagement by increasing excitement, internally and externally, that LCW is here and active.

- Collaborating together as a leadership team, the church council of LCW will establish a dedicated time and day, and most effective means of meeting, to connect each week for a "check-in". Each week, a different, rotationally assigned leader will share a short devotional thought or prayer applicable to the area of ministry they lead. The church council will then meet meetings each 1-2 months in-person to conduct the regular, official business of LCW.

- We will first identify those communities where member of LCW already have in-roads established with local leaders and organizations. Second, utilizing a tool such as a mind-map, we will group those leaders into two separate maps: (A) Common skillset/industry, and (B) Geographic Location. Third, in comparing Map B against the clusters of where are members live, we will develop an additional layer ranked, by number of members, that establishes a corollary between the individual members in a given community cluster and the known leaders within those communities. Fourth, in comparing Map A against the organization values consistent with our mission and vision, we will create an additional layer, ranked by a scale of proximity (scale = 1 to total number of given possibilities) to those organizational values. Lastly, Maps A and B will be examined in concert to rank those partnerships that calculate to the likelihood of the greatest strategic partnerships.

- We will contact these potential strategic partners and seek to connect with them over lunch or a cup of coffee.

- We will directly approach three-five different individuals that have been identified by others as having the capacity to serve in leadership, and then guide/mentor them through a Leadership pipeline.

- LCW will become proactive in kingdom stewardship, utilizing our resources to support ministry.

- Regular weekly check-ins will improve morale and productivity by reducing stagnancy/complacency, addressing issues proactively as arise, and building camaraderie and fellowship within our leadership.

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- Improvements to our website will increase our SEO ratings, allowing us more visibility online, as well as opening up the possibility for other collaborators in development and maintenance of the site itself.

- An increase in our web and social media content allows us to achieve greater prominence and a higher frequency of appearances in peoples' social media feeds.

- Boosting our attendance at these "extra-worship" events continues to instill the reality that LCW is living, breathing - GROWING - Body of Christ!

- These strategic community partnerships allow us greater insight into the needs, concerns, and vitality of our communities.

- Raising up new leaders extends the pool of responsibility and expands fresh possibilities of collaboration.

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- All 20 meal-boxes will be dispersed before the start of the New Year (Deadline: December 31)

- Immediate upgrades, repairs, and replacements to our signage must be completed at least two weeks prior to Christmas, remaining tasks should be completed by Ash Wednesday (Feb 14, 2024).

- Website and SEO updates will be completed by the end of November in preparation of the Advent and Christmas seasons.

- One half-month's reserve of content will be developed by the end of November, with a broadcast/share schedule establish through the end of December by December 9th.

- A "social-event planning person/committee" shall be in place by the end of November, and an event calendar for 2024 drafted by the end of December.

- The top 3-5 most pragmatic options we have available will be presented by the end of February for the congregation to make an official decision by the end of Q1 (March 31).

- Regular check-ins will begin with the new budget cycle once new council members are installed on Jan. 7, 2024.

- First contact with strategic community partner to be made before the end of this calendar year.

- 3-5 new leaders need to be identified and raised up by November 19.