



STRATEGIC ACTION PLAN 2024-2029

St. Thomas Episcopal Church

TERMS AND DEFINITIONS

Part I: Completed in Focus Group Session.

Vision: The overall vision for St. Thomas Parish in relationship to this Strategic Action Plan.

Strategic Directions: The overarching directions for the Strategic Plan are **Grow Roots, Be Nourished, and Branch Out** for Jesus.

Strategic Focus Areas: These are priorities that define the work within each Strategic Direction—Grow Roots, Be Nourished, and Branch Out for Jesus.

Goals: These are the desired results within a Strategic Focus Area (Grow Roots, Be Nourished, and Branch Out for Jesus) that our parish commits to achieve.

Part II: Created by subcommittee.

Strategy Implementation: This roadmap includes actions, responsibility, timeline, and success indicators. For each goal, it delineates steps to be accomplished, by whom, by when, and measures of success leading to goal accomplishment.

Strategic Plan Accountability: To facilitate communication with the Vestry regarding progress made toward accomplishing strategic plan goals, committee chairs will provide quarterly reports to their individual vestry liaison. *Note, the plan identifies committee chairs and committees responsible for each action. Those committees will initiate and oversee that action.* Other committees, staff, parishioners may work with those committees as needed to accomplish the goal.

The timeline for each action is part of accountability. Committee chairs may report to the vestry any issues related to the timeline.

Focus Group Commentary: Includes notes from our focus groups from May 16, May 22, and May 26, 2024.

OUR STRATEGIC DIRECTION

Grow Roots, Be Nourished, and Branch Out

*We seek to be a Christian community where people can **Grow Roots** in their relationship with God and one another, **Be Nourished** through siritual and social programs, and **Branch Out** to invite others to join us and to serve our community.*



STRATEGIC FOCUS AREAS



Grow Roots

Strategic Focus Area: Strengthen financial health of St. Thomas to ensure institutional flourishing today and in the future.

1. Goal: Narrow \$350,000 budget gap over 2024-2025 so that operating expenses and revenue are balanced by 2026.
2. Goal: Grow annual Stewardship to sustain current complement of 3 clergy.
3. Goal: Raise \$2 million for Rector Housing endowment by 2025.
4. Goal: Increase Endowment to \$7.5 million by 2029 (75th anniversary).
5. Goal: Increase Legacy Society membership.

Strategic Focus Area: Bolster Newcomer and New Member Ministry creating a clear progression from newcomer to member.

1. Goal: Revise Newcomer and New Member program that includes a clear process that is shared by clergy, staff, and lay volunteers.



Be Nourished

Strategic Focus Area: Become essential church community for family ministry (children and youth) on the Eastside.

1. Goal: Strengthen Godly Play and Sunday School for children by increasing offering to two classrooms and recruiting additional adult volunteers.
2. Goal: Strengthen Youth Program and increase size by attract more local youth through offering confirmation class, service opportunities, mission trips.

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3. Goal: Pilot Sunday service from 5-6:30 pm, that includes a 30-minute deconstructed liturgy with a potluck dinner.

Strategic Focus Area: Become a Center for musical excellence on the Eastside that is inclusive of sacred music, concert series, choir and chorister programs, and community music offerings.

1. Goal: Execute inspiring sacred music program through Sunday worship, Evensongs, Lessons and Carols, and other sacred music offerings.
2. Goal: Implement RSCM program for chorister program, begin charging \$350 per student this Fall 2024, and plan for a choristers' component to the England trip in August 2025.
3. Goal: Fundraise and plan 2024-2025 concert series.
4. Goal: Plan and execute Choir-in-Residence trip to St. Paul's Cathedral, London in August 2025.

Strategic Focus Area: Offer inspiring worship and compelling formation, fellowship, and pastoral care for members.

1. Goal: Launch Adult Formation Committee.
2. Goal: Increase inter-faith involvement and forged interfaith connections on the Eastside.
3. Goal: Add to Fellowship Committee to plan out additional fellowship events throughout the year.



Branch Out

Strategic Focus Area: Grow Church Membership by 15% by 2025 building a vibrant, more diverse, and inclusive community for seekers and newcomers.

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1. Goal: Perform demographic study with Unstuck Consultants to better understand populations that live on the Eastside.
2. Goal: Create Strategic Communications Plan with Unstuck Consultants that targets and markets to seekers, newcomers, and potential new members.
3. Goal: Increase marketing through social media, direct mail, email, street signs, banners, concerts, plays and promotions that target and are inclusive of Greater Bellevue demographics.
4. Goal: Increase Digital Presence to provide a cohesive online offering for virtual members near and far from different ages and stages of life.

Strategic Focus Area: Increase Church's Presence in the Community by partnering with Bellevue and Medina to learn of opportunities for social and service engagement.

1. Goal: Sign up for booth at Paws and Pride.
2. Goal: Host Medina Days Beer Garden.
3. Goal: Promote service days with St. Thomas Church.
4. Goal: Create committee to research additional opportunities.

ABOUT THIS DOCUMENT

This Strategic Action Plan arose from planning & input sessions that took place on May 16, May 22, and May 26, 2024 and it was approved by St Thomas Vestry June 18, 2024.