

St. Martin de Porres Strategic Plan 2021-2025

MISSION and VISION STATEMENT: St Martin de Porres Parish is a faith community gathering at our worship sites, St Columba (Caledonia), St Mary of the Assumption (Scottsville) and St Vincent de Paul (Churchville), striving to live the sacramental life together through vibrant liturgical worship, loving service, and life-long faith formation for spiritual growth. Through wise use of our gifts, leadership, and shared resources, we are one community of Catholics worshipping our God, Father, Son and Holy Spirit. Guided by the Holy Spirit, we embrace atmosphere of belonging and discipleship to make visible the life and work of Jesus Christ.

GOALS

1. **Communications:** Effectively deliver vital information to the Church community while also leaving room to be creative and forge new communication paths.
2. **Parishioner Engagement:** Encourage and assist parishioners in establishing a deeper connection to our parish, the Church and their faith so as to grow in their understanding and practice of prayer, service and giving.
3. **Financial:** Create a financial plan that considers the sustained financial health and growth of our Church assets.

OBJECTIVES AND ACTIONS

Communications

- 1.1. **Form a Communications Committee, to be comprised of parishioners with backgrounds and/or skills in communications, marketing, PR, social media, etc. Membership should be comprised of a cross-section of the parish representing diverse age groups and demographics.**

No.	Action	Timeframe	Assigned to	Status
1.1.1	Support formation of a new Communications Committee	Aug – Sep 2021	--	In progress
1.1.1.1	Create text of request for volunteers and share with church secretaries for inclusion in weekly announcements and bulletin inserts	8/23/2021	Laura Kuhn	Complete
1.1.2	Create mission and plan for this committee		Volunteer(s)?	Future

1.1.3	Host listening sessions to “tune in” to the communications/engagement needs of our parish community		Volunteer(s)?	Future
1.1.4	Create and maintain a communications calendar (sacramental celebrations and other parish events) across various media (bulletin, website, social media accounts)		Volunteer(s)?	Future

1.2. Work to function as a more unified parish.

No.	Action	Timeframe	Assigned to	Status
1.2.1	One missal will be selected and ordered for all 3 church sites.	July 2021	Parish Staff	Complete
1.2.2	Combine separate Facebook accounts (each site & youth ministry) into one account		Parish Staff	Future

1.3. Improve communication between parish offices and committees.

No.	Action	Timeframe	Assigned to	Status
1.3.1	A document will be created to identify all parish committees, with attention to each committee’s <ul style="list-style-type: none"> • Purpose • Membership • Overall hierarchy 		Volunteer(s)?	In progress
1.3.2	Representatives from each committee will present, on a rotating basis, reports to the Parish Council at monthly meetings.		Committees; Parish Council	Future
1.3.3	Meeting minutes will be shared between committees.		Committee; Parish Council	Future

1.4. Improve communication with parishioners.

No.	Action	Timeframe	Assigned to	Status
1.4.1	Support efforts to educate and get volunteers to complete CASE training	Aug 2021 – Sept 2023	--	Ongoing
1.4.1.1	Create a “pitch from the pulpit” script	8/25/2021	Vicki Carpino	Complete
1.4.1.2	Present pitch at weekend Masses	9/26-27/2021; 9/17-18/2022; 9/16-17/2023 yearly	Vicki Carpino; TBD; TBD	Complete; Future; Future
1.4.1.3	Provide technical support for parishioners who want to come in to one of the offices to complete their training	As needed	Parish Staff	Future
1.4.2	Support efforts to increase our volunteer base		--	Ongoing
1.4.2.1	Update Parish Handbook brochure	Jan 2022	Parish Staff	Complete
1.4.2.2	Update “Ministries” page on our website (see 1.3.1)		Parish Staff	Future
1.4.3	Post committee meeting minutes to the website			Future
1.4.4	Formalize the membership and activities of a new member welcome committee.		Volunteer(s)?	Future

Parishioner Engagement

2.1. Host events that provide opportunities for parishioners to socialize

No.	Action	Timeframe	Assigned to	Status
2.1.1	Monthly Food & Fellowship hospitality weekend events		--	
2.1.1.1	Create schedule of monthly F&F events with assigned hosts			Ongoing
2.1.1.2	Advertise the events in the bulletin & pulpit announcements		Parish Staff	Ongoing
2.1.1.3	Feedback report on attendance, budget, successes/challenges		Michael Miller	Ongoing
2.1.2	Annual parish picnic		Volunteer(s)?	Future
2.1.3	5 th Anniversary celebration (Mass, retreat, etc)	Feb – Summer 2022	Paula Gallo (chair)	In progress
2.1.3.1	Creation of planning committee and program of activities		Volunteer(s)?	In progress
2.1.3.2	“Fr. Ted Talk” program			Future

2.2. Provide opportunities to help parishioners foster deeper relationship with God through prayer, education, service

No.	Action	Timeframe	Assigned to	Status
2.2.1	Organize a group service trip (ie. soup kitchen?)		Volunteer(s)?	Future
2.2.2	Prayer service through Advent	December	Volunteer(s)?	Future
2.2.3	Support efforts to increase our volunteer base	Aug – Nov 2021	--	Ongoing
2.2.3.1	Create tri-fold / sign-up sheet to engage potential volunteers after Masses	9/25/2021	Aminta Romaguera	Complete
2.2.3.2	Hold brief after-Mass informational meetings for potential volunteers in liturgical ministries: <ul style="list-style-type: none"> • Ushers • Lectors • Eucharistic Ministers and Sacristans 	10/02-03/2021 10/09-10/2021 10/16-17/2021	Volunteers from each liturgical ministry	Complete

2.2.3.3	Create web survey to solicit for volunteers across all ministries and committees	Aug – Sep 2021	Laura Kuhn	In progress
2.2.3.4	Create volunteer submission form for our website		Volunteer(s)?	Future

2.3. Increased engagement of our youth

No.	Action	Timeframe	Assigned to	Status
2.3.1	Support for NCYC participation			Ongoing
2.3.2	Youth representatives (up to 3) on Parish Council		Volunteer(s)?	In progress
2.3.3	Create a Tik Tok account for Youth Ministry		Volunteer(s)?	Future

2.4. Create/improve tools to solicit feedback

No.	Action	Timeframe	Assigned to	Status
2.4.1	General “SWOT” survey tool for parishioners		Volunteer(s)?	
2.4.2	Creation of standard feedback form for all events		Volunteer(s)?	

Finance

3.1. Annual Giving (ordinary giving)

No.	Action	Timeframe	Assigned to	Status
3.1.1	Increase attendance at weekly Masses, thereby increasing weekly donations			
3.1.2	Increase number of parishioners who donate using online giving			
3.1.3	Create summary one-page insert in parishioners' year-end contribution statements	January 2022	Vicki Carpino	Completed

3.2. Capital Campaigns (extraordinary giving)

No.	Action	Timeframe	Assigned to	Status
3.2.1	Catholic Ministries Appeal	Oct – May (annual)	--	In progress
3.2.1.1	Weekly updates in bulletin and pulpit announcements	Oct – May (annual)	Parish Staff	In progress
3.2.1.2	Books signed by Fr. Ted offered as incentive for meeting pledge levels	Feb 2022	Parish Staff	In progress

3.3. Fundraising Events

No.	Action	Timeframe	Assigned to	Status
3.3.1	Create/maintain a fundraising calendar to space out events and not compete with other Parish entities (ie. Patrick Place, KoC) and community organizations (ie. other town churches, St. Agnes School)		Volunteer(s)?	Future
3.3.2	Hold fundraising events		--	Ongoing

3.3.2.1	Art Show	Easter – Mother's Day	Volunteer(s)?	Future
3.3.2.2	Garage sale	June 17-18	Volunteer(s)?	Future
3.3.2.3	House tour – St. Mary's windows		Volunteer(s)?	In progress

3.4. Planned Giving/Endowments (ultimate giving)

No.	Action	Timeframe	Assigned to	Status
3.4.1	Campaign for planned giving		--	
3.4.1.1	Bulletin messages			In progress
3.4.1.2	Website updates		Volunteer(s)?	Future
3.4.1.3	Facebook posts		Volunteer(s)?	Future
3.4.1.4	Updated brochures		Volunteer(s)?	Future
3.4.1.5	Planned giving workshop	September	Volunteer(s)?	Future