



Strategic Plan

Revision: 0.6

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Prepared For:
Parish Community

By:
Parish Pastoral Council

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1.0 Purpose

The purpose of this document is to outline the Strategic Plan for the next 3 – 5 years for the Catholic Community of St. Katharine Drexel.

2.0 Mission

The mission of the Catholic Community of St. Katharine Drexel is as follows:

“United by God's word, Eucharist and prayer, the Roman Catholic Community of St. Katharine Drexel is called to see Christ in all and be Christ to all. “

3.0 Values

In striving to realize this mission, the Catholic Community of St. Katharine Drexel will live by the following values:

- Community – People bound together in a common mission or environment.
- Creativity – Utilizing existing resources in new ways; developing new ideas to address or resolve problems. (Divine intervention)
- Faith – Belief. The source of our values.
- Integrity – Being true to our values, beliefs and principles.
- Service – Gifts of time and talent to support the mission of the community.

4.0 Strategic Imperatives

In order to realize its mission, the St. Katharine Drexel Catholic Community must pursue the following imperatives:

- Recognize and embrace the need to build community through focus on hospitality, welcoming, social justice and outreach.
- Move toward becoming a Total Stewardship Parish where we recognize that everything we have is a gift from God and that we need to give back to God with our time, talent and treasure. The leadership and the parish community will come to understand and accept stewardship as a way of life.
- Achieve the financial resources to live out our mission.

- Commit to membership growth while sustaining a sense of community. Each member of the Parish will be responsible for this growth.
- Have ongoing and open communication in a participatory and transparent manner with all of its stakeholders.



5.0 Strategic Goals

The Catholic Community of St. Katharine Drexel will achieve the following goals in support of these imperatives.

5.1 Community Building

Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
The Catholic Community of Saint Katharine Drexel recognizes and embraces the need to build community through focus on Hospitality, Welcoming, Social Justice and Outreach	Grow the number of households in the Parish at a cumulative annual growth rate of 25% through outreach and evangelization.	Parish Life Committee	Ongoing	✓ Number of registered households
	Maintain at least 75% involvement in Shared Ministry Activities	Parish Life Committee	Ongoing	✓ Number of Parishioners involved in Shared Ministry Activities.
	Create a Parish Life Committee to foster and grow hospitality and welcoming activities both in the parish and the larger community	Parish Life Committee	Ongoing	✓ Establish Parish Life Committee by TBD .
	Maintain Social Justice committee that emulates the life of St Katharine Drexel in outreach programs to those in need	Social Justice Committee	Ongoing	✓ Year over year increased parish involvement/participation in programs
	Develop and implement plan for welcoming people and guiding them	Parish Life Committee	Ongoing	✓ Monthly count of new members registered ✓ Meet with New Households (Joined



Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
	through a process towards registration and integration into parish community			within the Last Year) individually to discuss Parish Finances and discern their willingness to contribute to the Community.
	Host gatherings that will draw non-parishioners into the space occupied by the Catholic Community of St. Katharine Drexel.	Marketing Committee, Parish Pastoral Council	12/31/2010	✓ Examples of events to be held include: <ul style="list-style-type: none"> ○ LOLCB Christmas Concert 12/2010 with at least 150 people in attendance. ○ Local Girl scout/Boy scout activities/events



5.2 Stewardship

Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
Move toward becoming a Total Stewardship Parish where we recognize that everything we have is a gift from God and that we need to give back to God with our time, talent and treasure. The leadership and the parish community will come to understand and accept stewardship as a way of life.	Pastoral Council and Finance council become educated on stewardship	Council chairs	12/31/2011	<ul style="list-style-type: none"> ✓ 100% of members participate in at least one Stewardship Webinar ✓ 50% of members attend Archdiocesan Stewardship Conference (February 2011) ✓ 100% of members read <i>Stewardship: A Disciple's Response</i>
	Establish a Stewardship Committee	Pastor	10/31/2011	<ul style="list-style-type: none"> ✓ A committee of at least five members is established
	Conduct a parish survey	Marketing Committee	6/30/2012	<ul style="list-style-type: none"> ✓ 80% of parish households respond to survey assessing their perception of our parish life
	Educate the parish on stewardship as a way of life	Pastor, Parish Staff, Stewardship Committee	6/30/2013	<ul style="list-style-type: none"> ✓ Quarterly homilies focusing on stewardship ✓ Weekly Stewardship Corner in the bulletin ✓ Meet with New Households (Joined within the Last Year) individually to discuss Parish Finances and discern their willingness to contribute to the Community.



Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
				<ul style="list-style-type: none"> ✓ Annual Stewardship Sunday with at least 75% of members completing Stewardship Form and participating in at least one Talent Ministry
	Provide for an annual Parish Leadership Retreat	Pastor, Council chairs	10/31/2012	<ul style="list-style-type: none"> ✓ 100% of council/committee chairs participate in the annual Leadership Retreat ✓ 75% of council/committee members participate in the annual Leadership Retreat ✓ 10% of other parish members participate in the annual Leadership Retreat
	Establish regular means of communicating concepts, ideas and goals related to stewardship.	Communication Committee	1/1/2012	<ul style="list-style-type: none"> ✓ 100% of parish households receive the newsletter ✓ 60% or more of the newsletter directly focuses on Stewardship as a way of life



5.3 Financial Resources

Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
Achieve the financial resources to live out our mission.	Educate Households on financial needs of Parish via: <ul style="list-style-type: none"> ▪ Annual Report to the Parish at Mass ▪ Email / Letters containing updates ▪ Town Hall Meetings ▪ Individual Household Meetings 	Parish Pastoral Council	9/1/2013	<ul style="list-style-type: none"> ✓ Report to Parish on state of Community Finances each year ✓ Provide Households Quarterly Summary of Parish's Finances. ✓ Provider Households Quarterly Statements of their contributions to the Parish. ✓ Distribute "Thank-You" Letters to those making first-time or significant contributions to Parish's Finances. ✓ Conduct 2 Town Hall Sessions each year regarding Parish Finances ✓ Meet with New Households (Joined within the Last Year) individually to discuss Parish Finances and discern their willingness to contribute to the Community. ✓ 75% of Households contribute financially to the Parish.
	Execute an Operating Campaign to cover the Parish's projected Operating Deficits for the	Parish Pastoral Council, Finance Committee	12/31/2010	<ul style="list-style-type: none"> ✓ Identify Campaign Leadership no later than end of August 2010. ✓ Kick-off Operating Campaign



Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
	next 3 years			no later than end of September 2010. ✓ 100% of parish households return operating campaign pledge cards ✓ Receive NN major gifts as part of the Operating Campaign
	Establish a Fundraising Committee	Parish Pastoral Council	1/1/2011	✓ A committee of at least five members is established
	Conduct Parish Fundraising events	Fundraising Committee	1/1/2012	✓ At least 3 Parish-wide Fundraisers (non-Party-in-the-Park) are conducted by start of 2012 ✓ Identify 1 annual Fundraiser to compliment Party-in-the-Park



5.4 Growth

Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
Commit to membership growth while sustaining a sense of community. Each member of the parish will be responsible for this growth	Host gatherings that will draw non-parishioners into the space occupied by the Catholic Community of St. Katharine Drexel.	Marketing Committee, Parish Pastoral Council	12/31/2010	<ul style="list-style-type: none"> ✓ Examples of events to be held include: <ul style="list-style-type: none"> ○ LOLCB Christmas Concert 12/2010 with at least 150 people in attendance. ○ Local Girl scout/Boy scout activities/events
	Conduct a bi-annual “satisfaction survey” of parishioners in order to maintain current membership.	Marketing Committee, Parish Pastoral Council	1/1/2010 7/1/2011	<ul style="list-style-type: none"> ✓ 80% of parish households respond to survey assessing their perception of parish life and quality of services.
	Educate parishioners on how to invite new members to the Catholic Community of St. Katharine Drexel. Focus on current Catholics as well as “lost” Catholics.	Pastor, Parish Staff Marketing Committee	Ongoing	<ul style="list-style-type: none"> ✓ Messages during announcements encouraging people to invite new families to come to mass at the Catholic Community of St. Katharine Drexel. ✓ Use Generations of Faith as an opportunity to teach parishioners how to evangelize and invite people to the Catholic Community of St.



Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
				Katharine Drexel. ✓ Use homilies as a teaching tool to encourage parishioners to invite people to the Catholic Community of St. Katharine Drexel.
	Literature Drop- Ask current members to distribute brochure to potential new members.	Marketing Committee, Parish Pastoral Council	9/30/2010	✓ 75% of current parishioners will distribute 20 brochures to viable prospective members.
	Establish a Marketing Committee	Parish Pastoral Council, Marketing Committee	9/30/2010	✓ A committee of at least 5 members is established. ✓ A 3 -5 year Marketing Plan is in place. ✓ Marketing meetings are held regularly with consistent attendance of members.



5.5 Communication

Strategic Imperative	Activities	Who	Estimated Completion Date	Measurements
Have ongoing and open communication in a participatory and transparent manor with all of its stakeholders.	Develop a Communications plan	Communications Committee	12/01/2012	✓ A communications plan is developed
	Establish a Communications Committee	Parish Pastoral Council, Communication Committee	6/01/2011	<ul style="list-style-type: none"> ✓ A committee of at least 5 members is established. ✓ Communication Committee meetings are held regularly with consistent attendance of members.
	Ensure that a consistent Logo/branding is used on all Parish Communications	Marketing Committee, Parish Staff	Ongoing	✓ Logo used on all communication and web pages

6.0 Assumptions

This strategic plan is based on the following assumptions:

1. This plan will be used as a decision-making tool for Parish Leadership moving forward. It will help determine in which activities, initiatives, and efforts the Community pursues and participates.
2. This plan was developed in 2010 with a projected time horizon of 3 – 5 years.
3. This plan is a “living document”. It is expected to evolve as the Community evolves and its needs change.
4. This plan will be used to guide both the Parish’s Governance Structure (e.g. Committees) as well as help determine the goals and activities that the entities within that structure should pursue.

7.0 Appendix – Document History

Document History

Date Revised	Version No.	Author	Reason for Change
6/03/2010	0.1	M. Stuedemann	Initial Version
6/20/2010	0.2	M. Stuedemann	Added Value Definitions
8/06/2010	0.3	M. Stuedemann	<ul style="list-style-type: none"> – Added feedback received from Council at June and July Meetings – Added Activity Tables for each imperative
08/25/2010	0.4	M. Stuedemann	<ul style="list-style-type: none"> – Populated “Activity” Table for “Community-Building Imperative”
08/29/2010	0.5	M. Stuedemann	<ul style="list-style-type: none"> – Added feedback received from Council at August Meeting – Added “Communication” Goals and Activities.
9/06/2010	0.6	M. Stuedemann	<ul style="list-style-type: none"> – Added feedback received from Council at September 2, 2010 Meeting – Added “Growth” Goals and Activities