

GUIDING KINGDOM GROWTH AT DUKE MEMORIAL
Five Year Action Plan: 2012-2017

Growth in Numbers—Goal 1: We will have an average worship attendance of 400

- We will embrace a “culture of inviting” (years 1 and 2, ongoing), so our church becomes comfortable with and good at inviting others to worship and activities at Duke Memorial.
- We will invest in a marketing strategy, with a focus on communicating the who, what, and why of Duke Memorial to our community (years 1 through 5)
- We will create a welcoming process that guides newcomers from “parking lot to pew” by:
 - Improving signage to guide newcomers to appropriate parking lots, buildings, entrances, and throughout the church (year 1)
 - Establishing a “Navigators Team” to welcome guests in parking lots and at building entrances and to guide them to where they need to be (year 1)
 - Creating hospitable environments where newcomers and regular attenders can meet others, fellowship, and get coffee and food before worship (years 2 and 3)
- We will work to create “the most dynamic traditional worship in Durham” at 11:00 (years 1 and 2, ongoing)
 - Establish a team that will explore the following and make recommendations: new technology, engaging music, continually improving sound, multi-media that adds value to traditional worship while bridging generational divides and engaging diverse populations.
- We will do all of this with careful attention to diversity, believing that God has called us to increasingly reflect the diversity of our community.

Growth in Faith—Goal 2: In five years, 80% of our average worship attendance will be involved in at least one small group/Sunday school class annually, and will be able to name their gifts for ministry and the way they are using those gifts as servants.

- We will develop and implement a “Discipleship Pathway,” which will:
 - Quickly invite newcomers to learn more about DM’s mission and vision and join in (year 1)
 - Quickly guide newcomers (and all others) to join a small group where they can connect, grow, and serve (year 1)
 - Engage all active church participants in a process of identifying their passions and gifts for ministry (year 1 and 2)
 - Actively guide all to participate in ministries that are a “right” fit for their gifts and passions (year 1 and 2)
 - Find ways to implement the discipleship pathway across the life-span, knowing that our Christian journey begins as children and never ends.
- We will create and implement intentional process of lay leadership development (year 2, ongoing)
- We will define and communicate what is expected of us as members of Duke Memorial, and communicate those expectations to people before they join (year 2)
- We will develop a comprehensive system of congregational care, so that all are cared for by one another, and no one falls through the cracks (year 2 and 3).
- We will celebrate the ways we are growing in and receiving grace.

Growth in Impact—Goal 3: We will strengthen our sharing of Christ’s love with our community and through these actions we will become a recognized leader in Durham for community-based ministries; other churches and organizations will want to learn from us how to minister effectively with and to their communities.

- We will use the year 2012 and the year-long “Who Is My Neighbor?” mission emphasis to discern in what tangible ways we will work with our neighbors to make a difference in Durham.
- We will continue to have an annual mission emphasis (study, grow, serve, relate), so DM is having a noticeable impact in Durham on tough issues and is deepening relationships with diverse populations in our community (across lines of race and class) (year 2, ongoing)
- We will fund and launch at least two community ministries that partner with our community/neighbors to address currently under-addressed needs in Durham (years 2 through 5)
- We will celebrate ways that Christians at Duke Memorial are making a Kingdom impact in their daily lives through work, school, family, etc. and celebrate how Duke Memorial is impacting our lives (ongoing)

Growth in Sustainability—Goal 4: We will ensure that our financial and capital resources are sufficient to support the growth of our church’s ministries

- We will create a comprehensive business plan/strategy to guide us in reaching this goal
- We will decrease energy costs by improving energy efficiency and exploring green energy alternatives
- We will define and implement ways to increase revenue (e.g. offering rental space, weddings, etc.)
- We will develop a comprehensive evaluation process to ensure transparency and alignment of income and expenses.
- We will evaluate and assess regularly the ways the building is being used to further our mission
- We will develop a capital campaign to increase funds available for facility upkeep and improvement and to cover all anticipated extraordinary repairs and improvements over the next ten years