

Be Bold: Four Strategic Opportunities for the Winchester Unitarian Society

One year ago, our congregation adopted a bold Vision Statement in answer to two big questions: “Who do we want to be?” and “Where do we want to go?” The Strategic Planning Task Force, with its gaze fixed on that vision of what our church, at its best, would look like from the outside and feel like from the inside, set to work to answer the next big question: “How do we get there?” Today we bring you our answer.

If you re-read the Vision statement, you will see that the document describes many things that our church already does well, as well as things we wish to do more of or do better in the future. The ongoing work of ministers, members, staff and committees is, and will continue to be, guided by that vision. Sitting down to chart the congregation’s next steps, the SPTF saw how much is already underway. But we also identified factors that limit us, that hold us back from moving swiftly, with the wonderful new energy we all feel, toward our envisioned future. The SPTF has framed these as **four strategic opportunities** we would like to see the congregation step up and embrace. By your vote today, we are asking you to endorse these first steps in achieving the vision and to commit yourselves to it. Let’s answer our ministers’ call to “Be Bold.” If we meet these challenges, all else becomes possible.

Attract and nurture a larger, more deeply engaged membership

- Create a clear path from visitor to member, engage each and every member in deepening their involvement in line with their interests and in support of their spiritual journey
- Create and practice a culture of welcome that draws visitors through our door and deepens our relationships with each other

Build higher visibility and better communications

- Increase awareness in the broader community of Winchester Unitarian Society, who we are, what we stand for, what we have to share, in order to live our values boldly, influence the greater world and bring people in the door.
- Better inform our own members and friends about events, opportunities, decisions and processes

Adjust our governance and committee structure to reflect who we are today and who we wish to be tomorrow

- While retaining mutual accountability and valued traditions, ensure our governance structure allows for collaboration, flexibility, and innovation, makes lines of authority and accountability clear, provides opportunities for leadership development, and reflects the demands on our limited time
- Ensure adequate and appropriate ministerial hours and staff support for the programs we offer and our ambition to grow

Open a healthy and ongoing dialogue about money and its role in church and spiritual life

- Practice routine and candid communications on the relationship between our congregation’s financial strength and our ability to achieve our vision
- Embrace financial generosity as an important aspect of our shared spiritual life
- Create a feeling of enthusiasm in our congregation around all aspects of giving!

“Be Bold: Four Strategic Opportunities for the WUS” is a call to action. Upon receiving the Congregation’s endorsement and commitment to help carry it through, the Standing Committee and the Co-Ministers will take responsibility for organizing the work of the plan. Go to www.wus.org for more detail on each opportunity.

The Strategic Planning Task Force:

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