

Vision Quest 2004

Review of Key Components and Process

What is Strategy?

Strategy is a decision or set of decisions that determine the long-term direction of Imago Dei MCC. Strategic planning may involve the establishment of a mission, vision, and goals as well as the formulation of strategies. Strategic planning usually involves identifying who and what we are, who and what we want to be, and how we intend to get there. Strategic plans often cover a two to five year window, but the actual timeframe that can realistically be “planned for” will vary depending on the volatility of the environment.

How Does Strategy Differ from Other Related Concepts?

Mission – The reason Imago Dei MCC exists. It answers the questions, “who are we?”, “what do we do?”, “who do we do it for?”, and “why do we do it?”

Vision – A view of how Imago Dei MMC works when all the elements have come together and are working as intended. It answers the question, “What do we want to become?”

Core Values – Are the values that are at the heart of Imago Dei MCC. They are what the church, its members and friends are committed to.

Strategic Initiatives – The decisions that determine the long-term direction of the church. They are the link between what Imago Dei MCC is trying to become (mission, vision) and the detailed means by which they are trying to achieve them (action plans). Strategic initiatives address the question, “generally, how do we attain our vision?”

Action Plans – Action plans capture the specific, shorter-term initiatives that will convert the strategy into action. The action planning process typically focuses on a one year planning window. Action plans usually capture who is responsible for specific actions, when initiatives will be completed, the short-term objectives for success, and what resources will be required (people, equipment, finances). Action plans address the question, “specifically, how will we move forward in the next year?”

Ground Rules for Vision Quest

1. Everyone participates with hearts, ears, and voice
2. Trust the process
3. Use I statements (ownership/accountability)
4. One person talks at a time
5. Respect and honor what each person says
6. Honor different perspectives
7. No Sidetracking
8. Remember we are here because God is here

Mission Statement

“Who are we? Who do we do it for? Why do we do it?”

Pre-work – Mission Key Themes for IDMCC

Our Members and Friends are people who:

- Provide spiritual and moral support are loving friends
- Are Christians well into faith journey – preparing for ministry
- Are seeking healing/ health & wholeness
- Are looking for a community/family in church
- Want to praise and worship God
- Are spiritually mature and ready for leadership and ministry
- Are unchurched or recent/young
- Represent the queer community of suburban Philadelphia

Our Services:

- Foster a safe haven to GLBTQI community for Christian Fellowship
- Offer empowering ministry and discipleship
- Are inclusive to all people – outreach
- Are diverse (there are many services geared toward many different styles)
- Are Christ-centered.

Our Objectives are to:

- Provide an inclusive and safe place for GLBTQI faith, seeking diverse things: Community, Health, Faith in God
- Enable others to be Disciples of God
- Expand and facilitate growth of IDMCC
- Transform lives by serving God, Church, community, and world
- Nurture spiritual growth – know Christ’s love

How will we Fulfill Objectives?

1. More networking, outreach, and marketing to community
2. Participate, give time!
3. Making disciples who are equipped and sent forth in ministry over generations
4. Give resources
5. Give talent
6. By getting healthy
7. Faith in God’s grace and our purpose

A highly effective **mission statement**:

- Addresses the question: why do we exist?
- Describes what Imago Dei provides from the perspective of what our members and friends value.
- Describes the unique aspect(s) of who and what we are – distinguishes us from other churches.
- Is easily understood and communicated.
- Is aligned with other parts of the church
- Evokes pride and idealistic motivation.

We dialoged around the results of the Mission Pre-work and reviewed the components of a highly effective mission statement. Small groups drafted potential Mission Statements and shared them with the group. The group identified key components of the drafted statements. Each participant voted on the top five components, which they resonated with the most. The results are below:

IDMCC Mission Components by Vote

| | |
|------------------------|-----------|
| Community | 15 |
| Committed | 13 |
| Grow | 13 |
| Christ-centered | 13 |
| Worship | 11 |
| Heal/Health | 10 |
| Empower | 9 |
| Discipleship | 8 |
| Inclusive | 8 |
| Nurtures | 4 |
| Wholeness | 4 |
| Loved | 4 |
| Ambassadors | 3 |

Final Mission Statement:

Imago Dei Metropolitan Community Church offers spiritual growth and Christ-centered worship to the Rainbow Community preparing people to share their God-given time, talent, and treasures with our church and world.

Vision Statement

A highly effective **vision statement**:

- Provides a compelling picture of what's possible.
- Is aggressive.
- Is engaging and exciting (for both the heart and the mind).
- Provides a long-range view.
- Is meaningful, understandable, and readily communicated.
- Stretches and usually requires a change.
- Is aligned with other aspects of Imago Dei MCC.
- Is focused but does not encourage rigidity.
- Evokes pride and idealistic motivation.
- What Imago Dei MCC Strives to be

Imago Dei MCC Vision

*We participated in the **5 Years and Thriving Exercise***

It is five years from today. Imago Dei is the symbol of success for MCCs. What do we look like? Why are we winning? What do other MCCs look like and what do the other churches that are thriving look like? Some churches have failed or are not thriving—what happened to them?

We highlighted key words and phrases that came out of this exercise – ones that really resonated with us:

Vision (5 year) Components

- 100% active involved membership and friends
- 100% stewardship
- Supports its youth
- Resource to religious and local community
- Strong leadership
- Mentoring
- Educational outreach
- Own church building; multifunctional with recreational, hospitality and recording areas
- Multi well attended services
- Support staff
- Planted South Jersey MCC

Final Vision Statement:

Growing with Christ! Lifting Up Community! Spreading God's Love!

Core Values

Imago Dei MCC's core values identified a few years ago- we are committed to:

- Christ-centered living
- Wholeness
- Blended beliefs and worship styles
- Loving, accepting, diverse, inclusive community
- Christian call to the Great Commission and Great Commandment

We performed an exercise to see what are our core values today. The group held a dialogue around this and this is how the voting came out:

| Imago Dei Core Value | # Votes |
|--|-----------|
| Christ-centered worship | 16 |
| Stewardship | 13 |
| Discipleship | 12 |
| Respect for all people (multi-generational) and beliefs | 11 |
| Integrity, honesty, accountability | 11 |
| Faith | 4 |
| Fellowship (having a good time) | 3 |
| Willingness and ability to change | 3 |
| Empower | 2 |
| Deeper relationships with God/ Deeper faith | 2 |
| Outreach and service | 2 |
| God | 2 |
| Christ-centered love | 1 |
| Courage | 1 |
| Christ-centered relationships | 0 |

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Exercise

We conducted a review of the internal (strengths and weaknesses) and external (opportunities and threats) environment. See attached sheet.

Strategic Initiatives

Strategic Initiatives are the decisions that determine the long-term direction of the church. They are the link between what Imago Dei MCC is trying to become (mission, vision) and the detailed means by which they are trying to achieve them (action plans). Strategic initiatives address the question, "generally, how do we attain our vision?"

Using Mission and Vision components, Core Values, and keeping in mind the SWOT analysis we did, we identified the criteria by which Imago Dei would select its Strategic Initiatives.

IDMCC Selection Criteria for Strategic Initiatives:

- Can we resource it? – Do we have the people, time and resources to implement?
- Idea must be scoped – provide details on the: Who, What, When, Where, How, and Why
- In alignment with our goals, Mission, and Vision
- \$ - How much required to invest? Projected spiritual and fiscal ROI?
Does it have impact beyond these four walls?
- Does it enhance our own people's lives?
- Live Faith
- How does it take advantage of our strengths and mitigate our weaknesses?
- Will the people be passionate about it?
- Will it endure?

Also - General Rules about IDMCC Roles:

| Who: | Role: |
|-------------------------------|---|
| Karla | Leads worship – does not lead program development |
| Board | Fiscal matters |
| Ministry Team Leaders | Ministry-specific program development |
| Discipleship/Ministry Leaders | Developing Leaders and Disciples |

The Three Strategic Initiatives identified were:**1. Worship**

With suggested action plans around

- More discussion groups
- Representative worship team

2. Stewardship

With suggested action plans around:

- Leadership Development
- Fiscal commitment
- Creating Commitment
-

3. Outreach

With suggested action plans around:

- HIV Education
- Communications (web, etc.)