STRATEGIC GOALS
Erin Mills United Church
2014-2017

#1 – SPIRITUAL TRANSFORMATION
EMUC will be a spiritually transformed congregation.

- Congregants will be able to say that they are journeying with a loving God.
- Worship, study, outreach and pastoral care will be part of helping this spiritual transformation to happen.

STRATEGIES
1. Establish a task group to explore and develop strategies that will engage children, youth and their families to address their spiritual needs.
2. Explore ways of addressing the survey feedback regarding qualities of a good worship service.
3. Strengthen the outreach program of EMUC, to provide congregants with opportunities to practice their faith.
4. Strengthen the study program of EMUC, to provide congregants with opportunities to deepen and practice their faith.
5. Provide resources and training to ensure that the pastoral care needs of the congregation are met.

#2 – ENGAGEMENT
Every congregant will be increasingly engaged in the life and work of EMUC.

- Each person will have a sense of connection with EMUC.
- EMUC will have a full complement of committed lay leaders for Leadership Circle, committees and task/project groups.

STRATEGIES
1. Strengthen and support the core competencies of EMUC staff and volunteers.
   i. Evaluate staff workload, priorities and effectiveness of current practices.
   ii. Review the effectiveness of EMUC’s lay leadership structure.
   iii. Increase synergy between existing roles and groups to strengthen connections and avoid duplication.
iv. Re-establish a Nominating Committee that includes the minister.

v. Develop clear lay leader position descriptions that include back-up support, training and process and procedure documentation.

2. Expand and strengthen the Membership & Pastoral Care Committee to manage increased expectations.

3. Encourage, manage and nurture new groups where interest and leadership have been offered.

4. Explore specific partnerships with other congregations and community organizations to expand EMUC’s ability to offer programs and initiatives and use resources more effectively.

#3 – SUSTAINABILITY

_**EMUC commits to building a financially sustainable future.**_

- EMUC will have financial contributions from all congregants as they are able.
- There will be an overall increase in the level of giving.

**STRATEGIES**

1. Review our stewardship approaches to reflect current practices and trends in charitable giving to increase both the number of contributors and the level of contributions.

2. Monitor trends and patterns of giving to maintain financial sustainability.

3. Explore and develop ideas for fundraising and alternate ways to generate revenue.

Prepared for Leadership Circle by the Strategic Planning Committee. Approved August 2014 by the Leadership Circle.