

2020-24 Strategic Plan: Vestry Overview

December 8, 2020



A photograph of a forest path in autumn. The path is covered in fallen leaves and leads into the distance. Tall trees line the path, with sunlight filtering through the canopy, creating a warm and hopeful atmosphere. The text is overlaid on the upper half of the image.

**FOR I KNOW THE PLANS I HAVE FOR YOU, DECLARES THE LORD,
PLANS TO GIVE YOU A FUTURE AND A HOPE.**

JEREMIAH 29:11

In summer 2019, we gathered input from many sources



40

Interviews with staff,
Vestry members, and
parishioners



29

Responses to online
parish survey



43

Attendees at in-person
Town Halls

"Plans fail for lack of counsel, but with many advisors they succeed."
~Proverbs 15:22

Key themes we heard

Strengths



- Community
- Clergy
- Bible-based foundation
- Worship services
- Christian education
- Building & location
- Music
- Volunteers
- Mission trips

Opportunities



- Mission & outreach
- Volunteers
- Youth ministry
- Worship services
- Giving
- Communications
- Diocese & other churches

Weaknesses



- Communications
- Giving
- Mission & outreach
- Siloed worship
- Youth ministry
- Business operations
- Volunteers

Threats



- Father Ed's succession
- Poor communication
- Loss of current theology
- Poor financial management
- Secular hostility to religion

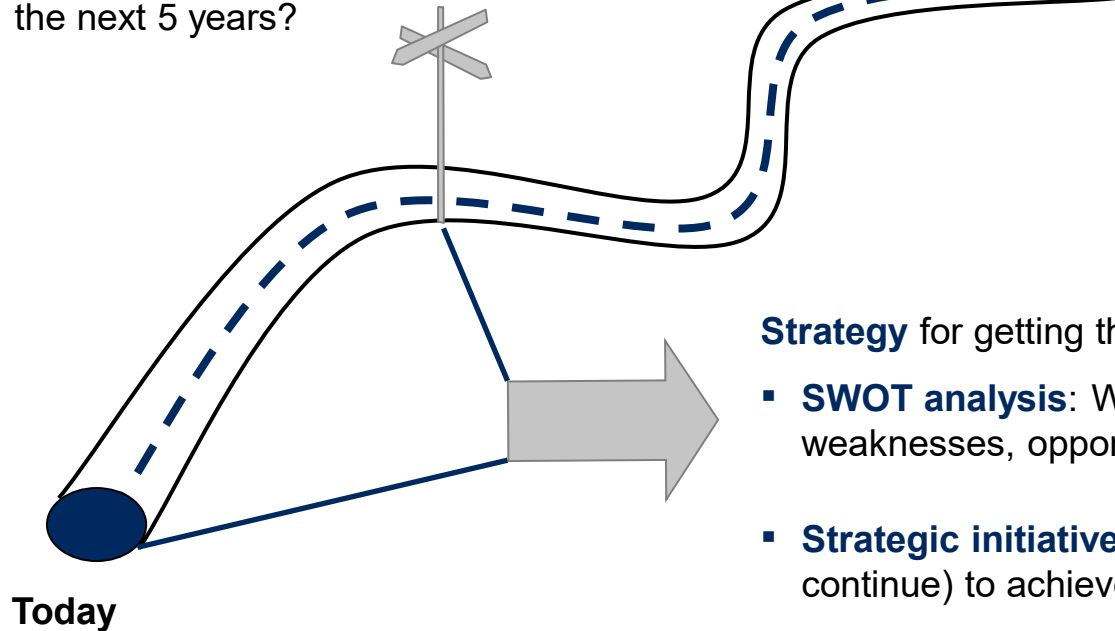
All Saints Church's strategy is grounded in our Mission and Vision

Vision

- What will we achieve over the next 5 years?

Mission

- Enduring reason why All Saints exists
- Reflects our core values



Strategy for getting there:

- **SWOT analysis:** What are our unique strengths, weaknesses, opportunities, and threats?
- +
- **Strategic initiatives:** Major actions to launch (or continue) to achieve the Vision

Plans and implementation for strategy and organizational capacity building



All Saints Church's mission is to:

- ***Share Christ's love***
- ***Transform lives***
- ***Build God's Kingdom***

Our vision for the next five years

In the next five years, All Saints Church's vision is to:

- Grow our Christ-centered, Bible-based efforts beyond our Sunday worship to all corners of our church;
- Deepen our calling to Christ's great commission through mission and outreach, most especially in our own church and local community; and
- Bring God's grace to people of all ages, especially youth;

while maintaining responsible and transparent stewardship of our time, talents and treasures.

Our strategy for getting there: Six priorities

‘Core’ priorities

- Strengthen our spiritual and Biblical foundation
- Expand mission and outreach
- Create a robust student ministry

Support/foundational priorities

- Increase volunteer involvement
- Increase regular giving and income contribution
- Improve communications and transparency

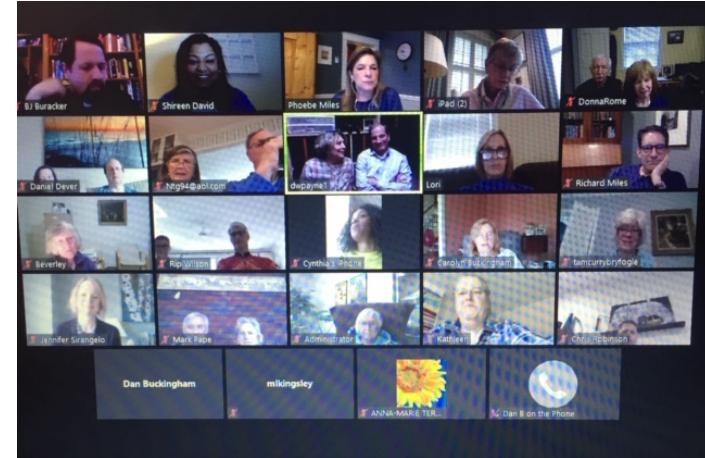
Strengthen our spiritual and Biblical foundation

Our 5-year goals:

- Increase Biblical engagement
- Increase spiritual formation and development
- Make All Saints a praying church
- Grow and demonstrate a united body of Christ
- Become a beacon of light to Washington, DC

Our progress to date:

- Connected with every parishioner during Covid
- Programs more accessible than ever over Zoom, especially for the homebound, snowbirds, and former parishioners
 - 50% increase in Wednesday Bible study attendance
 - 2x increase in morning prayer attendance
 - Morning and evening prayer 2 days/week
- Special prayer initiatives (in-depth study, 24-hour prayer vigil)
- Family Forum 'Kingdom Relationships' series launching this Fall



Expand mission and outreach



Our progress to date:

- Blessing Bag ministry continues during Covid
- Expanded relationship with Little Lights (SHARE meal donations, homemade masks, Race Literacy 101)
- Provided meals and homemade masks for ~40 women in Rockville Women's Center
- Provided meals for 125 children in Rwanda (Bishop Deo) and 450+ families in Congo (Rev. Bisoke)
- Provided financial support to Dr. Sylvia in the DR

Create a robust student ministry



Our progress to date:

- Reached new student parishioners over Zoom
- Formed 3 new small groups (total of 4)
- Started mid-week game time
- Planned (and postponed) summer retreat

Increase volunteer involvement

Our 5-year goals:

- Broaden volunteer participation by offering opportunities for each person affiliated with All Saints to find one or more ministry/mission areas where he/she can devote time and energy
- Leverage, mine and match the spiritual gifts and talents of parishioners to support and empower ministry/mission leaders in the Parish's ministries/missions.

Our progress to date:

- Recruited surplus of volunteers for Covid-related ministries
- Planned for building re-opening

Increase regular giving and income contribution

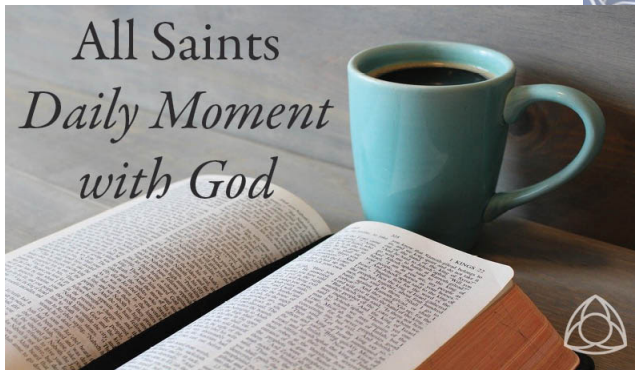
Our 5-year goals:

- Increase annual giving each year by emphasizing giving as a joyful and grateful spiritual practice for every member of All Saints
- Grow major gifts by nurturing relationships with generous givers
- Increase planned giving
- Launch impact communication program to inspire generous giving

Our progress to date:

- Secured CARES Act loan to retain all staff throughout Covid
- Increased online giving (although overall giving is down)
- Prayers answered with successful Easter match, nearly 4x increase in Easter giving!
- Received several large, sacrificial donations
- Hired new development director, Lindsey Adkins
- Began developing Planned Giving program

Improve communications and transparency



Connect!



Our progress to date:

- Launched new digital and virtual communications
 - Daily Moment with God that's received excellent feedback
 - Monthly newsletter that tells the stories of All Saints ministries
- Enhanced weekly eblast
- Launched Sunday digital worship, now including live streaming!
- Updated and improved web (All Saints Together) and social media presence