

World Changing Idea: Speak Love Aloud

We will intentionally REACH people who feel unwanted, disengaged from relations with God or disconnected with the church, in order to grow together as a church reflective of acceptance, hospitality and love.

1. Erase Prejudices and Build Bridges

Desired Outcome: Create ongoing dialogue and growth groups for learning, listening and building respectful community to become a model of reconciliation of race, lifestyle, culture and economics as a church.

Goals by 2016:

- Created an ongoing ministry leadership team that provides educational lectures and special events, retreats and small groups with specific external partnerships to teach, and facilitate reconciliation and advocacy.
- Learning and educational opportunities will reduce the “fear factor” and feeling of acceptance among congregation to enable diversity within St. Luke’s small groups and other ministries to increase.
- St. Luke’s worshipping congregation and membership is truly reflective of the Central Florida community in race, lifestyle, culture and economics.

Who is responsible? Reach Leader, Collaboration with Guide and Deploy Leadership teams

2012 Major Focus:

Begin dialogue groups with those already apart of our congregation to study and learn together around topics of race, lifestyle and economics. Partner with Deploy Ministries to collaborate on volunteer training through Dignity Serves.

2. Market and Partner with Underrepresented Communities

Desired Outcome: Create partnerships with underrepresented communities to market and build sustainable ministries of worship, study and service.

Goals by 2016

- Create a thriving, sustainable and diverse population of Young Professionals (singles and families) who are regularly attending worship, involved in study and service, membership and leadership of St. Luke’s.
- Move from a congregation Membership comprised of primarily 96% white and 4% non white to 89% white and 11% non white, but worship attendance based on 80% white and 20% non white
- Created specialized ministry teams to provide reach, support, and connection for those communities not currently being reached by other churches.

Who is Responsible? Reach Leader, Director of Marketing, Leadership Teams for Young Adults, LGBT, and other targeted populations

2012 Major Focus:

Identify a Reach Clergy Leader with specific characteristics to help identify this leader with the communities we are seeking to reach. Utilize focus and study groups to understand our current demographics in terms of congregation, community and also best practices of other faith communities who are reach diverse populations. Begin target marketing for particular events and services and follow up on attendance to retain at least 10% participation into worship.

3. Connect and Mentor

Desired Outcome: Create systematic and relational approach to connect people with mentors and community for support, spiritual growth and serving.

Goals by 2016

- Close the door on the percentage of people who visit and leave unnoticed with the goal that within 3 months of regular attendance, visitors are in a cluster group for connection and a high percentage join within 10 months to 18 months.
- Ongoing training of members to act as facilitators and administrators of cluster groups with a goal of 200 facilitators each year.
- Through a St. Luke's created virtual application and ongoing groups, 60% of our worshipping congregation will be connected into a cluster group based on either demographics, geography or affinity for the purpose of communications, care and support and the opportunities for small groups, spiritual growth or worship.
- 75% of those organized into groups are meeting in regular small groups, participating in service, giving and worshipping regularly.
- Through a systemic and relational approach to connecting visitors and regular attenders we will add 1000 new members who are regularly worshipping, connected with a group and involved in service and giving to St. Luke's congregation.

Who is Responsible? Staff person overseeing Congregational Connection, IT , Reach lay teams, collaboration with Nurture and Guide ministry teams

Major Focus for 2012

Find staff person to help create a lay team to build the organizational structure and technological framework. Work with Nurture and Guide to include in structure creation so as to lead to ongoing congregational connection and building a culture of small groups. Spring 2012 be ready to begin training first 50 leaders to be ready to start newcomers connection in Fall. Virtual Technology prototype by Winter.